

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 11, 1982

NIELSEN AVERAGE AUDIENCE

| HOUSEHOLDS | | | | TOTAL PERSONS (2+) | | | |
|------------|---------------------------|-----------|-----------|--------------------|----------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | M*A*S*H | 19.8 | 16,140 | 1 | M*A*S*H | 13.7 | 29,540 |
| 2 | HART TO HART | 18.4 | 15,000 | 2 | TOO CLOSE FOR COMFORT | 13.6 | 29,290 |
| 2 | TOO CLOSE FOR COMFORT | 18.4 | 15,000 | 3 | THREE'S COMPANY | 13.3 | 28,760 |
| 4 | HOUSE CALLS | 18.2 | 14,830 | 4 | WKRP IN CINCINNATI | 12.9 | 27,920 |
| 5 | THREE'S COMPANY | 17.7 | 14,430 | 5 | HART TO HART | 12.6 | 27,140 |
| 6 | ABC MOVIE SPECIAL(S) | 17.0 | 13,860 | 6 | ABC MOVIE SPECIAL(S) | 12.4 | 26,750 |
| 7 | FANTASY ISLAND | 16.9 | 13,770 | 7 | DIFF'RENT STROKES SPEC(S) | 12.3 | 26,630 |
| 8 | WKRP IN CINCINNATI | 16.5 | 13,450 | 8 | GIMME A BREAK# | 12.1 | 26,050 |
| 9 | JEFFERSONS | 16.3 | 13,280 | 9 | DIFF'RENT STROKES | 11.9 | 25,650 |
| 9 | 60 MINUTES | 16.3 | 13,280 | 10 | PRIVATE BENJAMIN | 11.8 | 25,390 |
| 11 | DIFF'RENT STROKES SPEC(S) | 16.2 | 13,200 | 11 | HOUSE CALLS | 11.7 | 25,320 |
| 12 | LOVE BOAT | 16.1 | 13,120 | 12 | LOVE BOAT | 11.6 | 25,100 |
| 13 | GIMME A BREAK# | 16.0 | 13,040 | 13 | FANTASY ISLAND | 11.6 | 24,990 |
| 14 | CAGNEY & LACEY(S) | 15.9 | 12,960 | 14 | LAVERNE & SHIRLEY | 11.4 | 24,480 |
| 15 | LOU GRANT# | 15.7 | 12,800 | 15 | RACE-YOUR LIFE, C.BROWN(S) | 10.9 | 23,600 |
| 16 | ALICE | 15.4 | 12,550 | 16 | JEFFERSONS | 10.8 | 23,380 |
| 16 | HILL STREET BLUES | 15.4 | 12,550 | 17 | HILL STREET BLUES | 10.7 | 23,120 |
| 16 | TRAPPER JOHN, M.D. | 15.4 | 12,550 | 18 | CAGNEY & LACEY(S) | 10.4 | 22,500 |
| | | | | 19 | ALICE | 10.4 | 22,320 |

| WOMEN (18+) | | | |
|-------------|-------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) |
| 1 | M*A*S*H | 15.7 | 13,290 |
| 2 | HART TO HART | 14.6 | 12,330 |
| 3 | TOO CLOSE FOR COMFORT | 14.4 | 12,160 |
| 4 | HOUSE CALLS | 14.3 | 12,080 |
| 5 | WKRP IN CINCINNATI | 13.7 | 11,630 |
| 6 | THREE'S COMPANY | 13.4 | 11,340 |
| 7 | LOVE BOAT | 13.1 | 11,060 |
| 8 | ABC MOVIE SPECIAL(S) | 12.9 | 10,910 |
| 9 | LOU GRANT# | 12.8 | 10,870 |
| 10 | JEFFERSONS | 12.5 | 10,570 |
| 11 | TRAPPER JOHN, M.D. | 12.4 | 10,530 |
| 12 | 20/20 | 12.3 | 10,450 |
| 13 | FANTASY ISLAND | 12.3 | 10,390 |
| 14 | PRIVATE BENJAMIN | 12.3 | 10,380 |
| 15 | NBC MONDAY NIGHT MOVIES | 12.2 | 10,330 |
| 16 | ALICE | 12.1 | 10,280 |

| MEN (18+) | | | |
|-----------|----------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) |
| 1 | M*A*S*H | 13.2 | 10,040 |
| 2 | WKRP IN CINCINNATI | 12.3 | 9,390 |
| 3 | 60 MINUTES | 11.6 | 8,840 |
| 4 | ABC MOVIE SPECIAL(S) | 11.3 | 8,640 |
| 5 | PRIVATE BENJAMIN | 11.1 | 8,440 |
| 6 | HART TO HART | 10.8 | 8,210 |
| 7 | HOUSE CALLS | 10.7 | 8,140 |
| 8 | HILL STREET BLUES | 10.3 | 7,870 |
| 9 | 20/20 | 10.3 | 7,860 |
| 10 | ABC MONDAY NIGHT BASEBALL | 10.3 | 7,820 |
| 11 | TOO CLOSE FOR COMFORT | 10.2 | 7,780 |
| 12 | JEFFERSONS | 9.9 | 7,530 |
| 13 | FANTASY ISLAND | 9.7 | 7,420 |
| 14 | REAL PEOPLE | 9.6 | 7,290 |
| 15 | CBS WEDNESDAY NIGHT MOVIE# | 9.5 | 7,250 |
| 16 | CAGNEY & LACEY(S) | 9.4 | 7,150 |
| 16 | TRAPPER JOHN, M.D. | 9.4 | 7,150 |

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 11, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|-------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | TOO CLOSE FOR COMFORT | 15.8 | 8,390 |
| 2 | HART TO HART | 15.1 | 8,000 |
| 3 | ABC MOVIE SPECIAL(S) | 15.0 | 7,970 |
| 4 | THREE'S COMPANY | 14.4 | 7,660 |
| 5 | M*A*S*H | 14.2 | 7,570 |
| 6 | WKRP IN CINCINNATI | 14.2 | 7,540 |
| 7 | HOUSE CALLS | 12.8 | 6,810 |
| 8 | LAVERNE & SHIRLEY | 12.6 | 6,720 |
| 9 | LOVE BOAT | 12.5 | 6,670 |
| 10 | PRIVATE BENJAMIN | 12.5 | 6,630 |
| 11 | GIMME A BREAK# | 12.4 | 6,610 |
| 12 | NBC MONDAY NIGHT MOVIES | 12.3 | 6,530 |
| 13 | 20/20 | 12.0 | 6,390 |
| 14 | FANTASY ISLAND | 11.9 | 6,330 |
| 15 | HILL STREET BLUES | 11.5 | 6,130 |
| 16 | CAGNEY & LACEY(S) | 11.5 | 6,120 |
| 17 | LOU GRANT# | 11.5 | 6,100 |

WOMEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|-------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | 60 MINUTES | 19.7 | 5,100 |
| 2 | M*A*S*H | 18.8 | 4,860 |
| 3 | JEFFERSONS | 18.7 | 4,830 |
| 4 | TRAPPER JOHN, M.D. | 18.4 | 4,750 |
| 5 | ALICE | 18.1 | 4,670 |
| 6 | HOUSE CALLS | 17.7 | 4,590 |
| 7 | REAL PEOPLE | 17.6 | 4,550 |
| 8 | ARCHIE BUNKER'S PLACE | 17.2 | 4,450 |
| 9 | FACTS OF LIFE | 16.2 | 4,200 |
| 10 | ONE DAY AT A TIME | 15.5 | 4,000 |
| 11 | CBS EVENING NEWS-RATHER | 15.0 | 3,870 |
| 12 | LOU GRANT# | 14.9 | 3,850 |
| 13 | LOVE, SIDNEY | 14.7 | 3,800 |
| 14 | LOVE BOAT | 14.5 | 3,750 |
| 15 | FALCON CREST# | 14.3 | 3,690 |

MEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|----------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | WKRP IN CINCINNATI | 12.7 | 6,480 |
| 2 | ABC MOVIE SPECIAL(S) | 12.5 | 6,370 |
| 2 | M*A*S*H | 12.5 | 6,370 |
| 4 | HILL STREET BLUES | 12.1 | 6,150 |
| 5 | PRIVATE BENJAMIN | 11.8 | 6,010 |
| 6 | TOO CLOSE FOR COMFORT | 10.6 | 5,430 |
| 7 | HART TO HART | 10.6 | 5,420 |
| 8 | CAGNEY & LACEY(S) | 10.3 | 5,270 |
| 9 | HOUSE CALLS | 10.3 | 5,260 |
| 10 | ABC MONDAY NIGHT BASEBALL | 10.1 | 5,170 |
| 11 | GIMME A BREAK# | 10.1 | 5,150 |
| 12 | FANTASY ISLAND | 9.9 | 5,040 |
| 13 | 20/20 | 9.7 | 4,970 |
| 14 | POLICE SQUAD | 9.7 | 4,930 |
| 15 | THREE'S COMPANY | 9.6 | 4,900 |
| 16 | CBS WEDNESDAY NIGHT MOVIE# | 9.3 | 4,720 |
| 17 | 60 MINUTES | 8.5 | 4,310 |

MEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|---------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | 60 MINUTES | 20.1 | 3,990 |
| 2 | REAL PEOPLE | 17.2 | 3,410 |
| 3 | JEFFERSONS | 15.3 | 3,040 |
| 4 | ALICE | 14.7 | 2,910 |
| 5 | M*A*S*H | 14.2 | 2,810 |
| 6 | ARCHIE BUNKER'S PLACE | 14.1 | 2,800 |
| 7 | TRAPPER JOHN, M.D. | 13.3 | 2,630 |
| 8 | HOUSE CALLS | 13.0 | 2,580 |
| 9 | TODAY'S FBI | 12.7 | 2,510 |
| 10 | ONE DAY AT A TIME | 12.5 | 2,470 |
| 11 | FACTS OF LIFE | 12.2 | 2,420 |
| 12 | MCCLAIN'S LAW# | 11.8 | 2,330 |
| 13 | MAGNUM, P.I. | 11.7 | 2,310 |
| 14 | ABC MONDAY NIGHT BASEBALL | 11.6 | 2,290 |
| 14 | CASSIE AND COMPANY | 11.6 | 2,290 |
| 14 | HART TO HART | 11.6 | 2,290 |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| WK # | | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | TOTAL | 18- 34 | WOMEN 18- 49 | | 25- 54 | 35- 64 | 55 + | TOTAL | 18- 34 | MEN 18- 49 | | 25- 54 | 35- 64 | 55 + | TOTAL FEM. | TOTAL | 6-11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|-------------------------|--|------------|-----|-----|------|------|------|-----|---------------|-----------------|-------------------|------------------------------------|--------------------------|---|-------|-------|----------------------|------|-------|-------|-------|-------|-------|------|---------------|------|-----------------|------|------|------|------|------|------|------|
| WK # DAY | | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. A.J.D. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | MEN | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | |
| | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | FEM. | TOTAL | 6-11 | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MONDAY NIGHT MOVIES | | | | | | | | | | 28 | 196 | 197 | A 13.8 | 25 | 1125 | 1756 | 826 | 330 | 918 | 337 | 581 | 511 | 471 | 261 | 509 | 174 | 314 | 288 | 248 | 158 | 150 | 104^ | 179 | 121 |
| MON. 9.00P 120 NBC FF | | | | | | | | | | 96 | 98 | B 17.2 | 27 | 1402 | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | A 12.4 | 22 | 1011 | 1828 | 777 | 360 | 912 | 343 | 563 | 485 | 443 | 261 | 552 | 180 | 322 | 301 | 265 | 190 | 152 | 114^ | 212 | 127 | |
| 9.30 - 10.00 | | | | | | | | | | | | A 13.8 | 24 | 1125 | 1779 | 789 | 321 | 883 | 306 | 554 | 509 | 474 | 249 | 515 | 174 | 314 | 294 | 253 | 163 | 148 | 105^ | 233 | 124 | |
| 10.00 - 10.30 | | | | | | | | | | | | A 14.4 | 25 | 1174 | 1720 | 860 | 323 | 932 | 351 | 605 | 525 | 486 | 256 | 490 | 179 | 306 | 274 | 237 | 141 | 154 | 116 | 144 | 116 | |
| 10.30 - 11.00 | | | | | | | | | | | | A 14.9 | 27 | 1214 | 1661 | 848 | 308 | 925 | 337 | 583 | 510 | 468 | 278 | 475 | 166 | 309 | 272 | 223 | 143 | 135 | 79^ | 126 | 111 | |
| NBC NEWS CAPSULE-M-F | | | | | | | | | | 5 | 168 | | A 9.4 | 19 | 766 | 1836 | 716 | 310 | 830 | 309 | 461 | 414 | 348 | 308 | 607 | 202 | 367 | 287 | 268 | 240 | 177 | 72^ | 222 | 157 |
| 2 M-TH 8.58P 1 NBC N | | | | | | | | | | | 86 | B 9.4 | 19 | 766 | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 9.02P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS CAPSULE-2-M-F | | | | | | | | | | 2 | 168 | | A 11.0 | 20 | 897 | 1805 | 655 | 293 | 790 | 283 | 453 | 413 | 341 | 285 | 500 | 159 | 313 | 278 | 264 | 182 | 219 | 109^ | 296 | 218 |
| 2 TU&TH 9.58P 1 NBC N | | | | | | | | | | | 89 | B 11.0 | 20 | 897 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS CAPSULE-SAT | | | | | | | | | | 1 | 155 | | A 7.8 | 17 | 636 | 1459 | 535 | 186^ | 648 | 103^ | 200^ | 191^ | 231^ | 428 | 305^ | LT | 106^ | 106^ | 192^ | 199^ | 199^ | 100^ | 307^ | 195^ |
| 2 SAT. 8.58P 1 NBC N | | | | | | | | | | | 84 | B 7.8 | 17 | 636 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS CAPSULE-2-SAT. | | | | | | | | | | 1 | 168 | | A 5.7 | 11 | 465 | 2523 | 758 | 308^ | 850 | 199^ | 358^ | 406^ | 391^ | 406^ | 1204 | 598 | 878 | 469^ | 409^ | 326^ | 235^ | 94^ | 234^ | 169^ |
| 2 SAT. 9.58P 1 NBC N | | | | | | | | | | | 90 | B 5.7 | 11 | 465 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS CAPSULE-SUN | | | | | | | | | | 1 | 174 | | A 11.3 | 22 | 921 | 2043 | 711 | 232^ | 746 | 233^ | 378 | 392 | 362 | 276 | 660 | 317 | 413 | 339 | 216^ | 221^ | 319 | 82^ | 318 | 216^ |
| 2 SUN. 8.58P 1 NBC N | | | | | | | | | | | 90 | B 11.3 | 22 | 921 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-M-F | | | | | | | | | | 183 | 172 | | A 10.5 | 20 | 856 | 1857 | 786 | 304 | 845 | 267 | 423 | 388 | 320 | 331 | 563 | 233 | 325 | 241 | 178 | 212 | 169 | 114^ | 280 | 180 |
| 1 MTUTH 8.58P 1 NBC N | | | | | | | | | | | 89 | B 13.5 | 21 | 1100 | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 9.38P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.04P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | | | | | | | | | | 37 | 150 | | A 5.8 | 14 | 473 | 2072 | 916 | 369^ | 1015 | 323^ | 507 | 422^ | 356^ | 419^ | 525 | 143^ | 278^ | 218^ | 224^ | 224^ | 249^ | 119^ | 283^ | 198^ |
| 1 SAT. 8.58P 1 NBC N | | | | | | | | | | | 81 | B 10.4 | 18 | 848 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SUN. | | | | | | | | | | 37 | 173 | | A 7.6 | 20 | 619 | 1767 | 684 | 170^ | 684 | 147^ | 320^ | 370^ | 334^ | 261^ | 693 | 271^ | 371^ | 375^ | 327^ | 238^ | 166^ | 55^ | 224^ | 174^ |
| 1 SUN. 8.58P 1 NBC N | | | | | | | | | | | 90 | B 14.2 | 22 | 1157 | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-M-F | | | | | | | | | | 89 | 176 | | A 11.2 | 20 | 913 | 1840 | 865 | 323 | 935 | 345 | 554 | 514 | 393 | 279 | 530 | 208 | 331 | 267 | 193 | 170 | 214 | 92^ | 161 | 119^ |
| 1 MON. 9.46P 1 NBC N | | | | | | | | | | | 90 | B 13.2 | 21 | 1076 | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 10.38P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-SUN. | | | | | | | | | | 20 | 179 | | A 7.6 | 19 | 619 | 1656 | 657 | 250^ | 657 | 88^ | 296^ | 389 | 376^ | 268^ | 684 | 156^ | 330^ | 374^ | 366^ | 283^ | 249^ | 32^ | 66^ | 66^ |
| 1 SUN. 9.46P 1 NBC N | | | | | | | | | | | 91 | B 15.2 | 24 | 1239 | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | | | | | | | | | | 33 | 137 | 165 | A 5.6 | 15 | 456 | 1599 | 683 | 211^ | 744 | 154^ | 302 | 262^ | 281 | 397 | 700 | 225^ | 331 | 308 | 256^ | 328 | 74^ | 26^ | 81^ | 17^ |
| 1 SAT. 6.36P 24 NBC N | | | | | | | | | | | 85 | B 8.7 | 17 | 709 | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 6.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SUN. | | | | | | | | | | 29 | 163 | 167 | A 6.6 | 17 | 538 | 1359 | 495 | 139^ | 558 | 78^ | 240 | 200^ | 233 | 318 | 702 | 229 | 329 | 217^ | 289 | 339 | 51^ | 9^ | 48^ | 48^ |
| SUN. 6.30P 30 NBC N | | | | | | | | | | | 85 | B 7.9 | 16 | 644 | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS | | | | | | | | | | 187 | 205 | 207 | A 9.2 | 21 | 750 | 1589 | 757 | 243 | 810 | 205 | 350 | 337 | 340 | 392 | 583 | 140 | 254 | 245 | 278 | 290 | 69^ | 37^ | 127 | 106 |
| M-F 6.30P 30 NBC N | | | | | | | | | | | 98 | B 12.0 | 22 | 978 | | | | | | | | | | | | | | | | | | | | |
| NBC SUNDAY NIGHT MOVIE | | | | | | | | | | 28 | 196 | 188 | A 11.7 | 24 | 954 | 1682 | 626 | 258 | 668 | 178 | 351 | 410 | 370 | 226 | 685 | 244 | 412 | 420 | 335 | 204 | 180 | 46^ | 149 | 122^ |
| SUN. 9.00P 120 NBC FF | | | | | | | | | | | 96 | B 15.8 | 26 | 1288 | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | A 10.2 | 22 | 831 | 1692 | 629 | 235 | 671 | 179 | 331 | 400 | 364 | 238 | 669 | 244 | 352 | 359 | 305 | 237 | 143^ | 33^ | 209 | 150 | |
| 9.30 - 10.00 | | | | | | | | | | | | A 11.1 | 23 | 905 | 1734 | 612 | 250 | 662 | 180 | 338 | 386 | 359 | 229 | 671 | 230 | 374 | 397 | 326 | 217 | 225 | 58^ | 176 | 136 | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----|------------|-----|-----|------------|------|------|-----|-------------|-----------------|-------------------|---|--------------------------|---------------------|--------|----------------------|-------|-------|------|-------|-------|-------|-------|-------|------|--------------------------|----------------------------|------|------|------|------|------|------|------|------|-----|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THREE'S COMPANY | | | | | | | | | | | | 36 | 203 | 204 | A 17.7 | 33 | 1443 | 1993 | 694 | 332 | 785 | 355 | 530 | 437 | 287 | 215 | 490 | 233 | 338 | 271 | 187 | 122 | 320 | 188 | 398 | 310 |
| TUE. 9.00P 30 ABC CS | | | | | | | | | | | | 99 | 99 | B 22.5 | 35 | 1834 | | | | | | | | | | | | | | | | | | | | |
| TODAY'S FBI | | | | | | | | | | | | 5 | 189 | 195 | A 10.4 | 24 | 848 | 1719 | 672 | 275 | 759 | 202 | 440 | 375 | 382 | 304 | 657 | 174 | 344 | 301 | 314 | 296 | 156 | 111^ | 147 | 97^ |
| SAT. 8.00P 60 ABC OP | | | | | | | | | | | | 97 | 98 | B 9.7 | 22 | 791 | 1761 | 705 | 282 | 803 | 220 | 471 | 396 | 399 | 323 | 681 | 176 | 354 | 301 | 328 | 304 | 138^ | 89^ | 139^ | 91^ | |
| 8.00 - 8.30 | | | | | | | | | | | | | | A 9.7 | 23 | 791 | 1761 | 705 | 282 | 803 | 220 | 471 | 396 | 399 | 323 | 681 | 176 | 354 | 301 | 328 | 304 | 138^ | 89^ | 139^ | 91^ | |
| 8.30 - 9.00 | | | | | | | | | | | | | | A 11.1 | 26 | 905 | 1672 | 641 | 264 | 721 | 188 | 413 | 354 | 364 | 288 | 634 | 173 | 333 | 301 | 297 | 288 | 167 | 129^ | 150 | 101^ | |
| TOO CLOSE FOR COMFORT | | | | | | | | | | | | 33 | 203 | 204 | A 18.4 | 33 | 1500 | 1953 | 725 | 358 | 811 | 367 | 559 | 463 | 301 | 217 | 519 | 248 | 363 | 285 | 191 | 133 | 303 | 174 | 320 | 269 |
| TUE. 9.30P 30 ABC CS | | | | | | | | | | | | 98 | 99 | B 22.0 | 34 | 1793 | | | | | | | | | | | | | | | | | | | | |
| TRAPPER JOHN, M.D. | | | | | | | | | | | | 30 | 194 | 197 | A 15.4 | 32 | 1255 | 1660 | 737 | 301 | 840 | 255 | 403 | 363 | 337 | 379 | 570 | 204 | 322 | 268 | 249 | 209 | 118 | 49^ | 132 | 96^ |
| SUN. 10.00P 60 CBS GD | | | | | | | | | | | | 97 | 99 | B 20.1 | 34 | 1638 | 1706 | 749 | 322 | 853 | 272 | 422 | 369 | 327 | 378 | 570 | 212 | 321 | 272 | 242 | 208 | 125 | 53^ | 158 | 119 | |
| 10.00 - 10.30 | | | | | | | | | | | | | | A 15.0 | 31 | 1223 | 1609 | 726 | 277 | 824 | 238 | 383 | 357 | 346 | 380 | 569 | 201 | 323 | 260 | 252 | 210 | 110 | 44^ | 106 | 72^ | |
| 10.30 - 11.00 | | | | | | | | | | | | | | A 15.8 | 33 | 1288 | 1664 | 790 | 308 | 849 | 290 | 520 | 449 | 384 | 286 | 639 | 225 | 405 | 363 | 298 | 181 | 93^ | 50^ | 83^ | 73^ | |
| 20/20 | | | | | | | | | | | | 33 | 201 | 201 | A 15.1 | 28 | 1231 | 1664 | 790 | 308 | 849 | 290 | 520 | 449 | 384 | 286 | 639 | 225 | 405 | 363 | 298 | 181 | 93^ | 50^ | 83^ | 73^ |
| THU. 10.00P 60 ABC DN | | | | | | | | | | | | 99 | 99 | B 15.5 | 27 | 1263 | 1685 | 786 | 314 | 846 | 307 | 530 | 453 | 371 | 278 | 643 | 229 | 416 | 369 | 303 | 182 | 107 | 54^ | 89^ | 77^ | |
| 10.00 - 10.30 | | | | | | | | | | | | | | A 14.9 | 27 | 1214 | 1634 | 791 | 300 | 849 | 272 | 508 | 445 | 394 | 292 | 631 | 218 | 391 | 355 | 294 | 181 | 81^ | 45^ | 73^ | 68^ | |
| 10.30 - 11.00 | | | | | | | | | | | | | | A 15.3 | 29 | 1247 | 1501 | 693 | 291 | 786 | 213 | 387 | 406 | 348 | 350 | 528 | 177 | 273 | 234 | 239 | 214 | 112^ | 46^ | 75^ | 42^ | |
| TWO OF US | | | | | | | | | | | | 4 | 180 | 184 | A 8.5 | 17 | 693 | 1501 | 693 | 291 | 786 | 213 | 387 | 406 | 348 | 350 | 528 | 177 | 273 | 234 | 239 | 214 | 112^ | 46^ | 75^ | 42^ |
| TUE. 8.30P 30 CBS CS | | | | | | | | | | | | 96 | 97 | B 8.1 | 16 | 660 | | | | | | | | | | | | | | | | | | | | |
| WALT DISNEY | | | | | | | | | | | | 35 | 190 | 193 | A 8.7 | 20 | 709 | 2047 | 671 | 256 | 773 | 235 | 356 | 368 | 344 | 319 | 647 | 185 | 371 | 364 | 331 | 235 | 185 | 54^ | 442 | 274 |
| 1 SAT. 8.00P 60 CBS FV | | | | | | | | | | | | 98 | 98 | B 14.5 | 26 | 1182 | 2072 | 631 | 252 | 763 | 232 | 348 | 357 | 330 | 321 | 632 | 190 | 352 | 378 | 295 | 238 | 197 | 52^ | 480 | 273 | |
| 2 SAT. 8.00P 120 | | | | | | | | | | | | | | A 8.5 | 20 | 693 | 2104 | 679 | 251 | 793 | 240 | 375 | 377 | 356 | 319 | 667 | 214 | 425 | 391 | 322 | 213 | 203 | 36^ | 441 | 271 | |
| 8.00 - 8.30 | | | | | | | | | | | | | | A 8.7 | 20 | 709 | 1963 | 738 | 256^ | 760 | 238^ | 348 | 365 | 345 | 314^ | 644 | 145^ | 344 | 346 | 389 | 243^ | 161^ | 59^ | 398 | 302^ | |
| 8.30 - 9.00 | | | | | | | | | | | | | | A 8.7 | 18 | 709 | 1950 | 674 | 274^ | 767 | 242^ | 349 | 365 | 334 | 318^ | 616 | 137^ | 306^ | 298^ | 360 | 261^ | 148^ | 84^ | 419 | 259^ | |
| 9.00 - 9.30 | | | | | | | | | | | | | | A 9.1 | 18 | 742 | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WKRP IN CINCINNATI | | | | | | | | | | | | 4 | 186 | 194 | A 16.5 | 31 | 1345 | 2076 | 778 | 409 | 866 | 355 | 561 | 431 | 332 | 264 | 699 | 313 | 481 | 405 | 285 | 168 | 233 | 104 | 278 | 217 |
| MON. 8.30P 30 CBS CS | | | | | | | | | | | | 95 | 97 | B 16.2 | 30 | 1320 | | | | | | | | | | | | | | | | | | | | |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC MOVIE OF THE WEEK | | | | | | | | | | | | 22 | 156 | | A 2.3 | 10 | 187 | 1032^ | 513^ | 316^ | 615^ | 374^ | 588^ | 476^ | 241^ | 27^ | 300^ | 118^ | 118^ | 118^ | 107^ | 182^ | 117^ | LT | LT | LT |
| 1 MON. 12.00M 71 ABC FF | | | | | | | | | | | | 88 | | B 3.1 | 14 | 253 | 1241 | 600^ | 277^ | 663^ | 395^ | 609^ | 523^ | 268^ | 54^ | 337^ | 164^ | 164^ | 164^ | 100^ | 173^ | 241^ | LT | LT | LT | |
| 12.00 - 12.30 | | | | | | | | | | | | | | A 2.7 | 10 | 220 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | |
| 12.30 - 1.00 | | | | | | | | | | | | | | A 2.2 | 10 | 179 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | |
| ABC MOVIE OF THE WEEK-2 | | | | | | | | | | | | 17 | 155 | | A 1.5 | 10 | 122 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | |
| 1 MON. 1.11A 22 ABC FF | | | | | | | | | | | | 88 | | B 2.4 | 17 | 196 | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-MON | | | | | | | | | | | | 4 | 189 | 189 | A 4.7 | 15 | 383 | 1363 | 607 | 101^ | 630 | 262^ | 371 | 347 | 242^ | 235^ | 569 | 321 | 405 | 285^ | 169^ | 164^ | 164^ | 36^ | LT | LT |
| 1 MON. 11.30P 30 ABC N | | | | | | | | | | | | 97 | 97 | B 5.2 | 17 | 424 | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.27A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-T-F | | | | | | | | | | | | 161 | 187 | 188 | A 7.3 | 20 | 595 | 1407 | 612 | 167 | 668 | 220 | 378 | 333 | 310 | 249 | 636 | 252 | 377 | 291 | 263 | 231 | 63^ | 23^ | 40^ | 40^ |
| 1 TUTHF 11.30P 30 ABC N | | | | | | | | | | | | 96 | 97 | B 7.3 | 21 | 595 | | | | | | | | | | | | | | | | | | | | |
| 2 TU-TH 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 34 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | A 7.2 | 20 | 587 | 1426 | 621 | 170 | 678 | 218 | 382 | 341 | 320 | 253 | 646 | 255 | 380 | 298 | 268 | 234 | 60^ | 23^ | 42^ | 42^ | |
| ABC NEWS:NIGHTLINE-WED(B) | | | | | | | | | | | | 191 | | A 5.2 | 19 | 424 | 1366 | 680 | 212^ | 715 | 207^ | 405^ | 409^ | 366^ | 229^ | 515^ | 95^ | 222^ | 258^ | 297^ | 231^ | 89^ | 87^ | 47^ | 47^ | |
| 1 WED. 12.12A 32 ABC N | | | | | | | | | | | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | |
|----------------------------|--|------------|-----|-----|------------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|--------------------|---|-------|-------|----------------------|-------|-----|-------|-------|-------|-------|-------|---------------|-------|-----------------|-------|-------|-------|-----|------------|------------|
| WK # DAY | | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN | | | | | | | | MEN | | | | | | | | | |
| | | | | | | | | | | | | | | | | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL FEM. | TOTAL 6-11 |
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | | | | | | 37 | 170 | 168 | A | 6.0 | 14 | 489 | 1360 | 437 | 267 | | 556 | 223 | 299 | 243 | 200 | 211 | | 605 | 161 | 397 | 325 | 321 | 208 | 129 | 96 | 70 | 55 |
| SAT. | | 11.00P | 15 | ABC | N | 90 | 89 | B | 6.4 | 14 | 522 | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SUN. | | | | | | 38 | 173 | 172 | A | 4.1 | 10 | 334 | 1548 | 660 | 281 | | 691 | 274 | 424 | 359 | 310 | 248 | | 644 | 131 | 365 | 387 | 449 | 209 | 144 | 135 | 69 | 30 |
| SUN. | | 11.00P | 15 | ABC | N | 92 | 91 | B | 4.7 | 11 | 383 | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-OSGOOD | | | | | | 39 | 125 | 127 | A | 6.8 | 16 | 554 | 1208 | 620 | 236 | | 649 | 205 | 273 | 313 | 277 | 310 | | 434 | 155 | 202 | 157 | 155 | 200 | 86 | 20 | 39 | 39 |
| SUN. | | 11.00P | 15 | CBS | N | 70 | 70 | B | 6.6 | 14 | 538 | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN I | | | | | | 83 | 184 | 181 | A | 2.5 | 12 | 204 | 1147 | 500 | 166 | | 510 | 241 | 358 | 215 | 185 | 147 | | 515 | 280 | 392 | 318 | 177 | 98 | 112 | 34 | LT | LT |
| 1 M & TU | | 12.45A | 30 | NBC | GV | 93 | 94 | B | 2.9 | 15 | 236 | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | | 1.25A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH | | 12.30A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN SPECIAL(S) | | | | | | | 174 | | A | 2.3 | 12 | 187 | 1139 | 498 | 272 | | 498 | 273 | 412 | 283 | 193 | 86 | | 454 | 214 | 250 | 154 | 197 | 204 | 112 | 112 | 75 | 75 |
| 2 FRI. | | 12.41A | 90 | NBC | GV | | 92 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | | A | 2.4 | 12 | 196 | 1393 | 537 | 343 | | 537 | 220 | 433 | 341 | 275 | 104 | | 504 | 295 | 295 | 127 | 143 | 209 | 219 | 219 | 133 | 133 |
| 1.30 - 2.00 | | | | | | | | | A | 2.2 | 13 | 179 | 799 | 486 | 274 | | 486 | 402 | 486 | 274 | 84 | LT | | 313 | 129 | 129 | 90 | 184 | 184 | LT | LT | LT | LT |
| DAVID LETTERMAN II | | | | | | 83 | 185 | 181 | A | 2.0 | 13 | 163 | 1061 | 399 | 140 | | 399 | 196 | 320 | 197 | 166 | 79 | | 435 | 232 | 331 | 294 | 148 | 86 | 215 | 30 | LT | LT |
| 1 MON. | | 1.15A | 26 | NBC | GV | 94 | 94 | B | 2.1 | 14 | 171 | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. | | 1.15A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | | 1.55A | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH | | 1.00A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND-12.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. | | 12.00M | 68 | ABC | A | 90 | 88 | B | 3.3 | 14 | 269 | 1145 | 390 | 141 | | 468 | 212 | 349 | 234 | 193 | 119 | | 450 | 309 | 398 | 242 | 141 | LT | 119 | 26 | 108 | 108 | |
| 2 TUE. | | 12.00M | 69 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | | A | 3.3 | 12 | 269 | 1145 | 473 | 123 | | 521 | 212 | 331 | 253 | 190 | 190 | | 428 | 309 | 376 | 226 | 119 | LT | 92 | 22 | 104 | 104 |
| 12.30 - 1.00 | | | | | | | | | A | 3.5 | 16 | 285 | 1151 | 351 | 154 | | 449 | 242 | 393 | 239 | 183 | 56 | | 463 | 322 | 413 | 232 | 141 | LT | 134 | 28 | 105 | 105 |
| FRIDAYS | | | | | | 36 | 168 | 168 | A | 4.3 | 16 | 350 | 951 | 354 | 100 | | 362 | 208 | 288 | 154 | 131 | 74 | | 331 | 174 | 268 | 143 | 145 | 63 | 258 | 58 | LT | LT |
| 1 FRI. | | 12.00M | 48 | ABC | GV | 94 | 94 | B | 4.6 | 17 | 375 | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. | | 12.04A | 71 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | | A | 4.5 | 15 | 367 | 891 | 271 | 71 | | 281 | 147 | 210 | 153 | 101 | 71 | | 302 | 123 | 237 | 129 | 160 | 65 | 308 | 52 | LT | LT |
| 12.30 - 1.00 | | | | | | | | | A | 4.7 | 19 | 383 | 1086 | 514 | 185 | | 514 | 308 | 436 | 198 | 206 | 78 | | 423 | 269 | 357 | 192 | 154 | 66 | 149 | 47 | LT | LT |
| FRIDAYS-PART 2 | | | | | | 32 | 168 | | A | 3.5 | 18 | 285 | 1039 | 597 | LT | | 597 | 386 | 499 | 187 | 211 | 98 | | 302 | 183 | 253 | 154 | 119 | 49 | 140 | 49 | LT | LT |
| 2 FRI. | | 1.15A | 4 | ABC | GV | | 94 | B | 3.6 | 17 | 293 | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | | | | | | 186 | 160 | 162 | A | 6.3 | 21 | 513 | 1386 | 616 | 302 | | 708 | 269 | 464 | 421 | 343 | 182 | | 451 | 171 | 291 | 255 | 205 | 126 | 144 | 66 | 83 | 76 |
| 1 MON. | | 11.30P | 71 | CBS | FF | 88 | 88 | B | 6.2 | 21 | 505 | | | | | | | | | | | | | | | | | | | | | | |
| 1 TU&TH | | 11.30P | 72 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | | 12.10A | 74 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | | 11.30P | 73 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TH | | 11.30P | 72 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. | | 11.30P | 73 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. | | 11.30P | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. | | 11.30P | 74 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | A | 6.8 | 19 | 554 | 1493 | 666 | 305 | | 751 | 287 | 508 | 446 | 379 | 191 | | 488 | 185 | 302 | 272 | 224 | 143 | 148 | 72 | 106 | 94 |
| 12.00 - 12.30 | | | | | | | | | A | 6.4 | 22 | 522 | 1354 | 593 | 303 | | 696 | 268 | 461 | 412 | 332 | 175 | | 446 | 162 | 289 | 251 | 211 | 121 | 143 | 68 | 69 | 66 |
| 12.30 - 1.00 | | | | | | | | | A | 5.4 | 23 | 440 | 1105 | 470 | 202 | | 534 | 167 | 302 | 311 | 234 | 159 | | 402 | 222 | 301 | 284 | 109 | 101 | 110 | 34 | 59 | 46 |
| 1.00 - 1.30 | | | | | | | | | A | 3.9 | 22 | 318 | 903 | 525 | 211 | | 525 | 135 | 261 | 368 | 233 | 157 | | 315 | 132 | 205 | 205 | 108 | 110 | 63 | LT | LT | LT |
| LATE MOVIE II | | | | | | 186 | 160 | 162 | A | 4.7 | 25 | 383 | 1201 | 529 | 276 | | 621 | 245 | 412 | 392 | 293 | 149 | | 394 | 161 | 253 | 225 | 157 | 113 | 147 | 50 | 39 | 37 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|------------------------|---------|------------|-----|-----|------|------|------|-------|-------------|-----------------|-------------------|------------------------------------|------------|---------------------|---|----------------------|-------------|-----|-------|-------|-----|-----|-------|-------|---------------|-----|-----------------|-------|-----|------------|------------|--|--|
| WK # DAY | | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY HOUSE | WORK-ING WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | |
| | | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-49 | | 25-54 | 35-64 | | 55+ | TOTAL | 18-34 | MEN 18-49 | | 25-54 | 35-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | |
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | MON. | 12.41A | 45 | CBS | FF | 88 | 88 | B | 4.4 | 25 | 359 | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TUE. | 12.42A | 42 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WED. | 1.24A | 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | THU. | 12.42A | 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | FRI. | 12.43A | 41 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | MON. | 12.42A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | TUE. | 12.43A | 37 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | WED. | 12.50A | 41 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | THU. | 12.42A | 44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | FRI. | 12.44A | 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.00 - | 1.30 | | | | | | A | 4.7 | 26 | 383 | 1251 | 536 | 295 | 641 | 257 | 434 | 408 | 307 | 144 | 404 | 169 | 253 | 230 | 149 | 120 | 166 | 54 | 40 | 35 | | | |
| | 1.30 - | 2.00 | | | | | | A | 3.3 | 24 | 269 | 699 | 476 | 145 | 476 | 145 | 268 | 268 | 123 | 208 | 223 | 131 | 131 | 131 | 44 | 92 | LT | LT | LT | LT | | | |
| LOVE BOAT-12.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WED. | 12.44A | 68 | ABC | CS | 89 | 88 | A | 3.9 | 18 | 318 | 1176 | 368 | 267 | 430 | 182 | 421 | 362 | 248 | LT | 334 | 239 | 308 | 277 | 95 | LT | 343 | 309 | 69 | 69 | | | |
| 2 | WED. | 12.00M | 68 | | | | | B | 3.8 | 18 | 310 | | | | | | | | | | | | | | | | | | | | | | |
| | 12.00 - | 12.30 | | | | | | A | 4.4 | 15 | 359 | 760 | 362 | 190 | 401 | 120 | 365 | 362 | 281 | LT | 320 | 264 | 320 | 320 | 56 | LT | 39 | LT | LT | LT | | | |
| | 12.30 - | 1.00 | | | | | | A | 4.4 | 18 | 359 | 872 | 335 | 232 | 404 | 145 | 404 | 335 | 259 | LT | 393 | 290 | 393 | 393 | 103 | LT | 75 | LT | LT | LT | | | |
| | 1.00 - | 1.30 | | | | | | A | 3.3 | 19 | 269 | 1677 | 352 | 267 | 419 | 219 | 419 | 352 | 200 | LT | 332 | 235 | 287 | 201 | 97 | LT | 759 | 759 | 167 | 167 | | | |
| | 1.30 - | 2.00 | | | | | | A | 3.4 | 24 | 277 | 1733 | 398 | 387 | 470 | 207 | 470 | 397 | 263 | LT | 329 | 250 | 250 | 202 | 79 | LT | 818 | 818 | 116 | 116 | | | |
| NBC LATE NIGHT MOVIE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | 37 | 54 | 57 | A | 1.2 | 4 | 98 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | SUN. | 11.30P | 71 | NBC | FF | 40 | 40 | B | 1.7 | 7 | 139 | | | | | | | | | | | | | | | | | | | | | | |
| 2 | SUN. | 11.30P | 74 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - | 12.00 | | | | | | A | 1.4 | 4 | 114 | 579 | 263 | LT | 263 | 79 | 176 | 176 | 149 | 87 | 316 | 193 | 246 | 149 | 53 | 70 | LT | LT | LT | LT | | | |
| | 12.00 - | 12.30 | | | | | | A | 1.3 | 5 | 106 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| NBC NEWS OVERNIGHT-M-F | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | MON. | 1.30A | 30 | NBC | N | | | A | 1.4 | 11 | 114 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| 2 | TUE. | 1.30A | 43 | | | | | B | 1.4 | 11 | 114 | | | | | | | | | | | | | | | | | | | | | | |
| 2 | WED. | 1.30A | 44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | THU. | 1.30A | 48 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | FRI. | 2.11A | 46 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.30 - | 2.00 | | | | | | A | 1.4 | 10 | 114 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| | 2.30 - | 3.00 | | | | | | A | 1.4 | 13 | 114 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| SATURDAY NIGHT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | SAT. | 11.30P | 79 | NBC | GV | 98 | 98 | A | 6.2 | 20 | 505 | 1600 | 570 | 231 | 630 | 341 | 467 | 333 | 224 | 139 | 571 | 329 | 416 | 345 | 237 | 141 | 313 | 106 | 86 | 86 | | | |
| 2 | SAT. | 11.30P | 80 | | | | | B | 7.8 | 23 | 636 | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - | 12.00 | | | | | | A | 7.1 | 20 | 579 | 1515 | 517 | 193 | 580 | 262 | 371 | 317 | 232 | 171 | 649 | 343 | 464 | 380 | 288 | 167 | 214 | 90 | 72 | 72 | | | |
| | 12.00 - | 12.30 | | | | | | A | 5.8 | 19 | 473 | 1761 | 623 | 239 | 703 | 414 | 562 | 371 | 239 | 115 | 592 | 349 | 430 | 354 | 243 | 150 | 370 | 122 | 96 | 96 | | | |
| | 12.30 - | 1.00 | | | | | | A | 5.4 | 20 | 440 | 1527 | 663 | 229 | 704 | 378 | 568 | 394 | 229 | 136 | 455 | 269 | 321 | 350 | 186 | 105 | 188 | 94 | 180 | 180 | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | MTU THF | 11.45P | 60 | NBC | GV | 99 | 99 | A | 5.3 | 18 | 432 | 1403 | 609 | 167 | 653 | 229 | 410 | 317 | 309 | 215 | 552 | 242 | 348 | 283 | 217 | 162 | 147 | 55 | 51 | 44 | | | |
| 1 | WED. | 12.25A | 60 | | | | | B | 6.9 | 22 | 562 | | | | | | | | | | | | | | | | | | | | | | |
| 2 | M-TH | 11.30P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | FRI. | 11.41P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - | 12.00 | | | | | | A | 6.4 | 17 | 522 | 1398 | 613 | 216 | 670 | 229 | 383 | 348 | 344 | 234 | 587 | 249 | 370 | 300 | 275 | 171 | 87 | 23 | 54 | 46 | | | |
| | 12.00 - | 12.30 | | | | | | A | 5.1 | 17 | 416 | 1325 | 561 | 142 | 604 | 191 | 383 | 298 | 301 | 197 | 510 | 224 | 304 | 267 | 189 | 157 | 156 | 52 | 55 | 51 | | | |
| | 12.30 - | 1.00 | | | | | | A | 4.9 | 21 | 399 | 1584 | 784 | 125 | 784 | 431 | 600 | 358 | 242 | 184 | 549 | 272 | 393 | 249 | 187 | 118 | 251 | 251 | LT | LT | | | |
| | 1.00 - | 1.30 | | | | | | A | 4.4 | 25 | 359 | 1290 | 654 | 70 | 654 | 455 | 455 | 195 | 58 | 199 | 525 | 305 | 430 | 231 | 125 | 95 | 111 | 111 | LT | LT | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | |
|------------------------------|--|---------------|--|------------|--|-----|--|-----|--|-----------------|--|------------------------------------|------|---------------------|-------------------|----------------------|-------------------|--------------------|--------------------------|---|----------|-------------|-------|-------|----------|----------|----------|-----------|-----------|--------------------------|-----|----------------------------|------|--|
| WK # | | DAY | | START TIME | | DUR | | NET | | PROG. TYPE | | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) TOTAL FEM. | | CHILDREN (2-11) TOTAL 6-11 | | |
| | | | | | | | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | MEN 18-49 | 25-54 | 35-64 | 55+ | TOTAL | | |
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VEGA\$-12.00 | | | | | | | | | | 36 | | 151 | 150 | A | 3.0 | 12 | 245 | 878 | 392^ 57^ | 392^140^ | 233^180^ | 134^159^ | | | 273^ | 45^ | 114^ | 86^ | 171^159^ | 123^ | LT | 90^ | 90^ | |
| THU. | | 12.00M | | 69 | | ABC | | PD | | | | 87 | 86 | B | 3.0 | 14 | 245 | | | | | | | | | | | | | | | | | |
| | | 12.00 - 12.30 | | | | | | | | | | | | A | 3.3 | 11 | 269 | 948 | 379^ 37^ | 383^168^ | 197^126^ | 63^186^ | | | 312^ | 63^ | 107^ | 66^ | 186^205^ | 130^ | 22^ | 123^ | 123^ | |
| | | 12.30 - 1.00 | | | | | | | | | | | | A | 2.8 | 12 | 228 | 855 | 421^ 66^ | 421^123^ | 246^210^ | 184^175^ | | | 259^ | 40^ | 132^105^ | 148^127^ | 105^ | LT | 70^ | 70^ | | |
| WIMBLEDON HIGHLIGHTS(S) | | | | | | | | | | 206 | | | | A | 2.4 | 15 | 196 | 964^ | 566^107^ | 566^368^ | 449^312^ | 173^ 60^ | | | 342^118^ | 291^235^ | 224^ | LT | 56^ | 56^ | LT | LT | | |
| 1 FRI. | | 12.45A | | 120 | | NBC | | SE | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | | | | | | | A | 2.6 | 13 | 212 | 991^ | 553^146^ | 553^420^ | 491^340^ | 133^ 17^ | | | 377^159^ | 335^312^ | 218^ | LT | 61^ | 61^ | LT | LT | | |
| | | 1.30 - 2.00 | | | | | | | | | | | | A | 2.4 | 15 | 196 | 939^ | 526^ 67^ | 526^383^ | 459^331^ | 143^ 17^ | | | 347^ 86^ | 317^261^ | 261^ | LT | 66^ | 66^ | LT | LT | | |
| | | 2.00 - 2.30 | | | | | | | | | | | | A | 2.1 | 17 | 171 | 959^ | 603^ 70^ | 603^404^ | 439^281^ | 199^ 94^ | | | 298^ 59^ | 280^239^ | 239^ | LT | 58^ | 58^ | LT | LT | | |
| WIMBLEDON UPDATE-MON(S) | | | | | | | | | | 211 | | | | A | 7.4 | 20 | 603 | 1323 | 563 175^ | 599 149^ | 336^266^ | 323^226^ | | | 559 161^ | 346^258^ | 213^185^ | 165^ | 55^ | LT | LT | | | |
| 1 MON. | | 11.30P | | 15 | | NBC | | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON UPDATE-TUE(S) | | | | | | | | | | 214 | | | | A | 6.8 | 17 | 554 | 1529 | 658 114^ | 726 193^ | 411^281^ | 387^315^ | | | 622 276^ | 363^284^ | 236^216^ | 122^ | 31^ | 59^ | 36^ | | | |
| 1 TUE. | | 11.30P | | 15 | | NBC | | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON UPDATE-WED(S) | | | | | | | | | | 213 | | | | A | 6.2 | 21 | 505 | 1497 | 682 107^ | 682 283^ | 397^281^ | 323^247^ | | | 604 209^ | 441^354^ | 292^145^ | 211^ | 77^ | LT | LT | | | |
| 1 WED. | | 12.10A | | 15 | | NBC | | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON UPDATE-THU(S) | | | | | | | | | | 214 | | | | A | 6.2 | 15 | 505 | 1857 | 663 164^ | 788 227^ | 507 405^ | 435^258^ | | | 668 275^ | 570 529 | 327^ 85^ | 286^104^ | 115^ | 87^ | | | | |
| 1 THU. | | 11.30P | | 15 | | NBC | | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON UPDATE-FRI(S) | | | | | | | | | | 212 | | | | A | 6.4 | 17 | 522 | 1527 | 800 237^ | 800 187^ | 432^403^ | 404^347^ | | | 535 124^ | 309^278^ | 336^212^ | 130^ | 39^ | 62^ | 62^ | | | |
| 1 FRI. | | 11.30P | | 15 | | NBC | | SE | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON-WOMENS SEMI-FNL(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. | | 12.45A | | 120 | | NBC | | SE | | 97 | | | | A | 1.7 | 11 | 139 | 1144^ | 646^ 93^ | 654^ 17^ | 453^453^ | 547^201^ | | | 281^129^ | 223^151^ | 94^ 58^ | 209^180^ | LT | LT | | | | |
| | | 1.00 - 1.30 | | | | | | | | | | | | A | 1.9 | 10 | 155 | 1200^ | 593^ 71^ | 593^ 17^ | 348^348^ | 476^245^ | | | 400^316^ | 316^187^ | 17^ 84^ | 207^207^ | LT | LT | | | | |
| | | 1.30 - 2.00 | | | | | | | | | | | | A | 1.6 | 11 | 130 | 1054^ | 693^ 77^ | 693^ 70^ | 492^492^ | 546^201^ | | | 192^ 17^ | 154^154^ | 154^ 38^ | 169^169^ | LT | LT | | | | |
| | | 2.00 - 2.30 | | | | | | | | | | | | A | 1.1 | 10 | 90 | LT | LT | LT | LT | LT | LT | | | LT | LT | LT | LT | LT | LT | | | |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | | | | | | | | | | 189 | | 176 | 175 | A | 8.3 | 29 | 676 | 1540 | 731 270 | 860 478 | 669 462 | 317 150 | | | 228 94 | 180 152 | 108 34^ | 237 205 | 215 132 | | | | | |
| M-F | | 1.57P | | 2 | | ABC | | N | | 93 | | 93 | B | 8.6 | 30 | 701 | | | | | | | | | | | | | | | | | | |
| ABC NEWS THIS MORNING-645 | | | | | | | | | | 5 | | 132 | | A | 1.3 | 15 | 106 | 1104 | 491^189^ | 491^132^ | 198^160^ | 226^293^ | | | 585^104^ | 358^273^ | 368^227^ | LT | LT | LT | LT | | | |
| 2 M-F | | 6.45A | | 15 | | ABC | | N | | 84 | | | B | 1.3 | 15 | 106 | | | | | | | | | | | | | | | | | | |
| ALICE-M-F | | | | | | | | | | 185 | | 157 | 152 | A | 6.7 | 29 | 546 | 1696 | 451 127 | 524 225 | 286 276 | 193 182 | | | 241 98^ | 129 91^ | 77^104^ | 406 235 | 525 373 | | | | | |
| M-F | | 10.30A | | 30 | | CBS | | CS | | 88 | | 87 | B | 5.4 | 26 | 440 | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | | | | | | | | | | 189 | | 201 | 202 | A | 9.3 | 32 | 758 | 1493 | 728 271 | 845 460 | 632 432 | 315 170 | | | 231 88 | 164 146 | 106 52^ | 220 190 | 197 126 | | | | | |
| M-F | | 1.00P | | 60 | | ABC | | DD | | 98 | | 98 | B | 9.2 | 32 | 750 | | | | | | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | | | | | | | A | 8.8 | 30 | 717 | 1459 | 720 268 | 837 460 | 620 423 | 307 176 | | | 226 86 | 156 140 | 100 56^ | 210 180 | 186 124 | | | | | |
| | | 1.30 - 2.00 | | | | | | | | | | | | A | 9.7 | 33 | 791 | 1531 | 738 272 | 855 463 | 646 443 | 324 163 | | | 234 87 | 169 150 | 113 48^ | 233 203 | 209 131 | | | | | |
| ANOTHER WORLD | | | | | | | | | | 182 | | 202 | 200 | A | 4.2 | 16 | 342 | 1398 | 796 158^ | 860 313 | 433 365 | 342 381 | | | 211 62^ | 106^ 76^ | 79^ 96^ | 186 114^ | 141^ 123^ | | | | | |
| 1 M-TH | | 2.00P | | 60 | | NBC | | DD | | 99 | | 99 | B | 4.5 | 16 | 367 | | | | | | | | | | | | | | | | | | |
| 2 M-F | | 2.00P | | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 2.00 - 2.30 | | | | | | | | | | | | A | 4.2 | 15 | 342 | 1447 | 832 170^ | 899 329 | 456 381 | 350 395 | | | 216 58^ | 103^ 74^ | 83^107^ | 182 116^ | 150^ 131^ | | | | | |
| | | 2.30 - 3.00 | | | | | | | | | | | | A | 4.1 | 16 | 334 | 1338 | 775 144^ | 832 300 | 413 357 | 343 368 | | | 203 63^ | 107^ 77^ | 75^ 87^ | 180 105^ | 123^ 111^ | | | | | |
| AS THE WORLD TURNS | | | | | | | | | | 187 | | 200 | 201 | A | 6.6 | 24 | 538 | 1381 | 841 155 | 922 237 | 383 366 | 374 453 | | | 206 45^ | 87^ 69^ | 87^109 | 111 65^ | 142 103^ | | | | | |
| M-F | | 1.30P | | 60 | | CBS | | DD | | 99 | | 99 | B | 7.0 | 25 | 571 | | | | | | | | | | | | | | | | | | |
| | | 1.30 - 2.00 | | | | | | | | | | | | A | 6.5 | 22 | 530 | 1402 | 840 168 | 922 235 | 367 351 | 359 474 | | | 214 43^ | 82^ 72^ | 93^117 | 112 68^ | 154 107^ | | | | | |
| | | 2.00 - 2.30 | | | | | | | | | | | | A | 6.7 | 25 | 546 | 1344 | 836 140 | 918 237 | 395 374 | 388 434 | | | 192 45^ | 86^ 60^ | 76^102^ | 101^ 58^ | 133 98^ | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|--|--|--|--|--|-----------------|-----|------------------------------------|----|---------------------|----|---|------|------------|------|------|------------|------|------|-------|-------------|--------------|-------------------|--------------------|--------------------------|-------|-------|-------|-------|-------|------|-------|-------|-------|
| | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | K E Y | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAPITOL | | | | | | 65 | 194 | 193 | A | 5.1 | 20 | 416 | 1341 | 779 | 77^ | 856 | 222 | 391 | 373 | 349 | 383 | 185 | 39^ | 84^ | 64^ | 76^ | 94^ | 180 | 68^ | 120^ | 81^ | | | |
| M-F | | | | | | 2.30P | 30 | CBS | DD | 97 | 96 | B | 5.0 | 20 | 408 | | | | | | | | | | | | | | | | | | | |
| CAPTAIN KANGAROO | | | | | | 115 | 87 | 86 | A | << | | | | | | | | | | | | | | | | | | | | | | | | |
| M-F | | | | | | 6.30A | 30 | CBS | C | 66 | 66 | B | .5 | 5 | 41 | | | | | | | | | | | | | | | | | | | |
| CBS LIBRARY(S) | | | | | | | 151 | | A | 3.6 | 12 | 293 | 1420 | 501^ | 140^ | 525^ | 68^ | 153^ | 99^ | 173^ | 372^ | 133^ | 78^ | 78^ | 78^ | 38^ | 55^ | 264^ | 137^ | 498^ | 362^ | | | |
| 2 TUE. | | | | | | 4.30P | 60 | CBS | CL | | 84 | A | 3.8 | 13 | 310 | 1361 | 539^ | 158^ | 568^ | 72^ | 162^ | 90^ | 175^ | 406^ | 135^ | 78^ | 78^ | 78^ | 28^ | 57^ | 264^ | 199^ | 394^ | 307^ |
| | | | | | | 4.30 - 5.00 | | | A | 3.5 | 11 | 285 | 1428 | 439^ | 113^ | 460^ | 63^ | 140^ | 105^ | 164^ | 320^ | 122^ | 77^ | 77^ | 77^ | 45^ | 45^ | 252^ | 63^ | 594^ | 408^ | | | |
| | | | | | | 5.00 - 5.30 | | | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHIPS M-F | | | | | | 49 | 160 | 157 | A | 4.1 | 14 | 334 | 1590 | 536 | 116^ | 593 | 220 | 345 | 272 | 278 | 209 | 272 | 149^ | 187 | 153^ | 86^ | 61^ | 303 | 86^ | 422 | 303 | | | |
| 1 M-TH | | | | | | 3.00P | 60 | NBC | OP | 87 | 87 | B | 3.7 | 13 | 302 | | | | | | | | | | | | | | | | | | | |
| 2 M-F | | | | | | 3.00P | 60 | | | | | A | 3.7 | 13 | 302 | 1550 | 535 | 116^ | 592 | 212 | 338 | 273 | 281 | 214 | 251 | 128^ | 161^ | 146^ | 87^ | 59^ | 286 | 83^ | 421 | 302 |
| | | | | | | 3.00 - 3.30 | | | A | 4.4 | 15 | 359 | 1627 | 537 | 123^ | 590 | 227 | 351 | 273 | 272 | 203 | 290 | 165 | 207 | 160^ | 89^ | 60^ | 323 | 92^ | 424 | 304 | | | |
| | | | | | | 3.30 - 4.00 | | | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS OF OUR LIVES | | | | | | 184 | 208 | 208 | A | 5.9 | 20 | 481 | 1609 | 866 | 165 | 955 | 297 | 432 | 369 | 378 | 449 | 299 | 51^ | 103^ | 72^ | 129 | 195 | 185 | 103^ | 170 | 133 | | | |
| 1 M-TH | | | | | | 1.00P | 60 | NBC | DD | 99 | 99 | B | 5.6 | 20 | 456 | | | | | | | | | | | | | | | | | | | |
| 2 M-F | | | | | | 1.00P | 60 | | | | | A | 5.6 | 19 | 456 | 1612 | 877 | 171 | 950 | 291 | 420 | 356 | 386 | 450 | 324 | 55^ | 107^ | 73^ | 147 | 217 | 182 | 100^ | 156 | 124^ |
| | | | | | | 1.00 - 1.30 | | | A | 6.2 | 21 | 505 | 1584 | 853 | 158 | 949 | 295 | 434 | 374 | 366 | 447 | 269 | 44^ | 95^ | 68^ | 111^ | 172 | 184 | 105^ | 182 | 139 | | | |
| | | | | | | 1.30 - 2.00 | | | A | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS-OUR LIVES FRI-1(B) | | | | | | 200 | | | A | 4.5 | 17 | 367 | 1409 | 689 | 188^ | 744 | 159^ | 233^ | 301^ | 412^ | 368^ | 243^ | 68^ | 79^ | 49^ | 140^ | 164^ | 286^ | 168^ | 136^ | 74^ | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | | | | | | 1.00P | 30 | NBC | DD | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS-OUR LIVES FRI-2(B) | | | | | | 115 | | | A | 2.9 | 11 | 236 | 1153 | 686^ | 216^ | 686^ | 221^ | 314^ | 382^ | 377^ | 223^ | 132^ | 40^ | 40^ | LT | 92^ | 92^ | 165^ | 165^ | 170^ | 89^ | | | |
| 1 FRI. | | | | | | 1.30P | 30 | NBC | DD | 71 | | | | | | | | | | | | | | | | | | | | | | | | |
| DIFF'RENT STROKES M-F | | | | | | 55 | 126 | 121 | A | 4.6 | 21 | 375 | 1845 | 467 | 120^ | 485 | 151^ | 258 | 241 | 214 | 185 | 163 | 24^ | 78^ | 77^ | 76^ | 80^ | 530 | 261 | 667 | 453 | | | |
| M-F | | | | | | 10.00A | 30 | NBC | CS | 75 | 79 | B | 2.8 | 14 | 228 | | | | | | | | | | | | | | | | | | | |
| DOCTORS | | | | | | 65 | 136 | 135 | A | 2.0 | 8 | 163 | 1252 | 700 | 49^ | 736 | 271^ | 301^ | 239^ | 220^ | 368 | 209^ | LT | 62^ | 56^ | 68^ | 147^ | 172^ | 98^ | 135^ | 80^ | | | |
| M-F | | | | | | 12.00N | 30 | NBC | DD | 69 | 71 | B | 2.0 | 8 | 163 | | | | | | | | | | | | | | | | | | | |
| EARLY TODAY-MON(B) | | | | | | | 147 | | A | .8 | 13 | 65 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| 2 MON. | | | | | | 6.30A | 25 | NBC | N | | 84 | | | | | | | | | | | | | | | | | | | | | | | |
| EARLY TODAY M-F | | | | | | 4 | 162 | | A | 1.0 | 12 | 82 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | | | |
| 2 TU-F | | | | | | 6.30A | 25 | NBC | N | | 89 | B | 1.0 | 12 | 82 | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT | | | | | | 181 | 156 | 155 | A | 4.3 | 16 | 350 | 1669 | 864 | 292 | 945 | 364 | 598 | 491 | 429 | 267 | 220 | 95^ | 147^ | 95^ | 64^ | 73^ | 237 | 227 | 267 | 218 | | | |
| M-F | | | | | | 4.00P | 30 | ABC | DD | 80 | 80 | B | 4.8 | 15 | 391 | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | | | | | | 189 | 173 | 174 | A | 7.5 | 28 | 611 | 1534 | 580 | 237 | 669 | 293 | 369 | 304 | 249 | 253 | 267 | 138 | 187 | 135 | 83^ | 66^ | 266 | 152 | 332 | 230 | | | |
| M-F | | | | | | 12.00N | 30 | ABC | QP | 91 | 91 | B | 6.7 | 26 | 546 | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | | | | | | 187 | 203 | 204 | A | 10.1 | 35 | 823 | 1535 | 759 | 267 | 835 | 389 | 634 | 466 | 350 | 161 | 235 | 114 | 168 | 106 | 78 | 60^ | 292 | 235 | 173 | 128 | | | |
| M-F | | | | | | 3.00P | 60 | ABC | DD | 99 | 99 | B | 10.8 | 35 | 880 | | | | | | | | | | | | | | | | | | | |
| | | | | | | 3.00 - 3.30 | | | A | 9.9 | 36 | 807 | 1574 | 763 | 266 | 845 | 403 | 649 | 471 | 350 | 155 | 242 | 119 | 173 | 108 | 78 | 60^ | 311 | 249 | 176 | 129 | | | |
| | | | | | | 3.30 - 4.00 | | | A | 10.3 | 35 | 859 | 1486 | 750 | 265 | 825 | 375 | 616 | 459 | 348 | 169 | 223 | 105 | 157 | 104 | 76 | 58^ | 271 | 220 | 167 | 129 | | | |
| GOOD MORNING, AMERICA-730 | | | | | | 189 | 207 | 207 | A | 4.5 | 30 | 367 | 1150 | 705 | 215 | 718 | 117^ | 307 | 299 | 392 | 390 | 374 | 93^ | 139^ | 138^ | 126^ | 216 | 23^ | LT | 35^ | 33^ | | | |
| M-F | | | | | | 7.30A | 30 | ABC | N | 99 | 99 | B | 5.3 | 29 | 432 | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMERICA-830 | | | | | | 189 | 206 | 206 | A | 4.6 | 24 | 375 | 1256 | 790 | 269 | 810 | 195 | 408 | 409 | 463 | 330 | 292 | 64^ | 95^ | 123^ | 128^ | 154^ | 60^ | 32^ | 94^ | 80^ | | | |
| M-F | | | | | | 8.30A | 30 | ABC | N | 98 | 98 | B | 5.4 | 27 | 440 | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | |
|----------------------------|-----|------------|-----|-----|------------|------|------|------|------|-----------------|------|------------------------------------|------|---------------------|-------|---|-----------------------------|-------|-------|-------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------------------|----------------------------|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | WK 3 | WK 4 | WK 5 | WK 6 | WK 7 | WK 8 | WK 9 | WK 10 | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GUIDING LIGHT | | | | | | | | | | | | 186 | 200 | 203 | A | 6.7 | 24 | 546 | 1359 | 844 | 121 | | | | | | | | | | |
| M-F 3.00P 60 CBS DD 99 99 | | | | | | | | | | | | | | | B | 7.6 | 25 | 619 | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | | | | | | | | A | 6.5 | 23 | 530 | 1345 | 842 | 116 | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | A | 6.8 | 23 | 554 | 1366 | 853 | 124 | | | | | | | | | | |
| LOVE BOAT DAYTIME | | | | | | | | | | | | 188 | 187 | 187 | A | 7.9 | 32 | 644 | 1674 | 384 | 150 | | | | | | | | | | |
| M-F 11.00A 60 ABC CS 96 96 | | | | | | | | | | | | | | | B | 6.1 | 27 | 497 | | | | | | | | | | | | | |
| 11.00 - 11.30 | | | | | | | | | | | | | | | A | 7.3 | 31 | 595 | 1655 | 389 | 148 | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | | A | 8.5 | 33 | 693 | 1681 | 376 | 150 | | | | | | | | | | |
| MORNING-KURTIS & SAWYER 1 | | | | | | | | | | | | 75 | 178 | 178 | A | 2.7 | 18 | 220 | 1355 | 591 | 223 | | | | | | | | | | |
| M-F 7.30A 30 CBS N 98 98 | | | | | | | | | | | | | | | B | 2.8 | 15 | 228 | | | | | | | | | | | | | |
| MORNING-KURTIS & SAWYER 2 | | | | | | | | | | | | 75 | 177 | 178 | A | 3.0 | 16 | 245 | 1278 | 617 | 200 | | | | | | | | | | |
| M-F 8.30A 30 CBS N 98 98 | | | | | | | | | | | | | | | B | 2.8 | 14 | 228 | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | | | | | | | | | | | | 184 | 168 | 168 | A | 7.4 | 29 | 603 | 1645 | 674 | 191 | | | | | | | | | | |
| M-F 11.57A 2 CBS N 90 90 | | | | | | | | | | | | | | | B | 6.4 | 27 | 522 | | | | | | | | | | | | | |
| NEWSBREAK-3.57 | | | | | | | | | | | | 186 | 179 | 180 | A | 5.8 | 20 | 473 | 1309 | 820 | 107 | | | | | | | | | | |
| M-F 3.57P 2 CBS N 95 95 | | | | | | | | | | | | | | | B | 6.4 | 20 | 522 | | | | | | | | | | | | | |
| ONE DAY AT A TIME-M-F | | | | | | | | | | | | 183 | 141 | 141 | A | 4.6 | 21 | 375 | 1592 | 448 | 152 | | | | | | | | | | |
| M-F 10.00A 30 CBS CS 83 83 | | | | | | | | | | | | | | | B | 3.9 | 19 | 318 | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | | | | | | | | | 189 | 202 | 202 | A | 8.3 | 31 | 676 | 1561 | 768 | 324 | | | | | | | | | | |
| M-F 2.00P 60 ABC DD 99 99 | | | | | | | | | | | | | | | B | 8.9 | 32 | 725 | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | | | | | | | | | | | | A | 8.1 | 30 | 660 | 1573 | 759 | 323 | | | | | | | | | | |
| 2.30 - 3.00 | | | | | | | | | | | | | | | A | 8.5 | 33 | 693 | 1530 | 771 | 323 | | | | | | | | | | |
| PRICE IS RIGHT 1 | | | | | | | | | | | | 186 | 193 | 194 | A | 7.3 | 31 | 595 | 1666 | 668 | 165 | | | | | | | | | | |
| M-F 11.00A 30 CBS AP 97 97 | | | | | | | | | | | | | | | B | 6.5 | 30 | 530 | | | | | | | | | | | | | |
| PRICE IS RIGHT 2 | | | | | | | | | | | | 185 | 193 | 194 | A | 8.5 | 33 | 693 | 1638 | 684 | 169 | | | | | | | | | | |
| M-F 11.30A 30 CBS AP 97 97 | | | | | | | | | | | | | | | B | 7.7 | 33 | 628 | | | | | | | | | | | | | |
| RYAN'S HOPE | | | | | | | | | | | | 188 | 185 | 184 | A | 6.6 | 25 | 538 | 1491 | 639 | 203 | | | | | | | | | | |
| M-F 12.30P 30 ABC DD 97 97 | | | | | | | | | | | | | | | B | 6.7 | 25 | 546 | | | | | | | | | | | | | |
| SEARCH FOR TOMORROW | | | | | | | | | | | | 65 | 181 | 183 | A | 2.8 | 11 | 228 | 1386 | 745 | 180 | | | | | | | | | | |
| M-F 12.30P 30 NBC DD 91 93 | | | | | | | | | | | | | | | B | 3.0 | 12 | 245 | | | | | | | | | | | | | |
| TATTLETALES | | | | | | | | | | | | 114 | 106 | 109 | A | 3.1 | 11 | 253 | 1403 | 759 | 197 | | | | | | | | | | |
| M-F 4.00P 30 CBS QG 65 65 | | | | | | | | | | | | | | | B | 2.9 | 9 | 236 | | | | | | | | | | | | | |
| TEXAS | | | | | | | | | | | | 50 | 177 | 178 | A | 2.7 | 11 | 220 | 1523 | 758 | 141 | | | | | | | | | | |
| M-F 11.00A 60 NBC DD 90 91 | | | | | | | | | | | | | | | B | 2.5 | 12 | 204 | | | | | | | | | | | | | |
| 11.00 - 11.30 | | | | | | | | | | | | | | | A | 2.6 | 11 | 212 | 1575 | 750 | 142 | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | | A | 2.7 | 11 | 220 | 1491 | 782 | 145 | | | | | | | | | | |
| TODAY SHOW-7.30AM | | | | | | | | | | | | 187 | 211 | 209 | A | 3.5 | 24 | 285 | 1165 | 628 | 137 | | | | | | | | | | |
| M-F 7.30A 30 NBC N 99 99 | | | | | | | | | | | | | | | B | 4.6 | 25 | 375 | | | | | | | | | | | | | |
| TODAY SHOW-8.30AM | | | | | | | | | | | | 188 | 211 | 209 | A | 3.8 | 20 | 310 | 1297 | 726 | 181 | | | | | | | | | | |
| M-F 8.30A 30 NBC N 99 99 | | | | | | | | | | | | | | | B | 4.9 | 24 | 399 | | | | | | | | | | | | | |
| WHEEL OF FORTUNE | | | | | | | | | | | | 49 | 142 | 145 | A | 4.5 | 19 | 367 | 1798 | 660 | 174 | | | | | | | | | | |
| M-F 10.30A 30 NBC QG 80 83 | | | | | | | | | | | | | | | B | 3.6 | 18 | 293 | | | | | | | | | | | | | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| WK # DAY | | START TIME | DUR | PROG. NET TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. SHARE % | (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | | | | CHILDREN (2-11) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL FEM. | TOTAL | 6-11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

43

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|--|-------------|--|------------|--|-----|--|-----|--|-----------------|--|------------------------------------|--|---------------------|--|----------------------|--|-------------------|--|--------------------|--|-----------------------|--|---|--|----------|--|--------------|--|--------|--|--------|--|------|--|-------|--|--------|--|------------|--|--------|--|--------|--|------|--|--------------------------|--|----------------------------|--|
| WK # | | DAY | | START TIME | | DUR | | NET | | PROG. TYPE | | WK 1 WK 2 | | K E Y | | AVG. AUD. SHARE % | | AVG. AUD. (0,000) | | TOTAL PERSONS (2+) | | LADY WORK- HOUSE WOM. | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | TOTAL | | 18- 34 | | WOMEN 18- 49 | | 25- 54 | | 35- 64 | | 55 + | | TOTAL | | 18- 34 | | MEN 18- 49 | | 25- 54 | | 35- 64 | | 55 + | | TEENS (12-17) TOTAL FEM. | | CHILDREN (2-11) TOTAL 6-11 | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KIDS ARE PEOPLE TO-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. | | 11.02A | | 28 | | ABC | | CL | | 65 | | 77 | | B | | 2.7 | | 11 | | 220 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. | | 11.00A | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KWICKY KOALA SHOW | | | | | | | | | | 23 | | 155 | | 163 | | A | | 4.0 | | 16 | | 326 | | 1804 | | 329^132^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 1.00P | | 30 | | CBS | | CA | | 85 | | 84 | | B | | 4.8 | | 17 | | 391 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAVERNE AND SHIRLEY | | | | | | | | | | 36 | | 195 | | 197 | | A | | 4.9 | | 26 | | 399 | | 1511 | | 193^136^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 9.30A | | 30 | | ABC | | CA | | 99 | | 99 | | B | | 5.8 | | 25 | | 473 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | | | | | | | | | | 37 | | | | 194 | | A | | 3.2 | | 14 | | 261 | | 1149 | | 376^142^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. | | 12.30P | | 30 | | NBC | | CC | | 99 | | 99 | | B | | 3.9 | | 14 | | 318 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE PRE GAME | | | | | | | | | | 11 | | | | 201 | | A | | 5.0 | | 19 | | 408 | | 1669 | | 529^150^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. | | 2.00P | | 18 | | NBC | | SC | | 94 | | 94 | | B | | 4.7 | | 17 | | 383 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE BASEBALL | | | | | | | | | | 12 | | 212 | | 201 | | A | | 7.0 | | 24 | | 571 | | 1466 | | 408 | | 73^ | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. | | 3.00P | | 216 | | NBC | | SE | | 98 | | 94 | | B | | 6.6 | | 22 | | 538 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. | | 2.18P | | 162 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 2.30 - 3.00 | | | | | | | | | | | | A | | 5.0 | | 19 | | 408 | | 1512 | | 549^ | | 74^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 3.00 - 3.30 | | | | | | | | | | | | A | | 6.7 | | 24 | | 546 | | 1440 | | 350 | | 64^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 3.30 - 4.00 | | | | | | | | | | | | A | | 7.0 | | 24 | | 571 | | 1149 | | 318 | | 78^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 4.00 - 4.30 | | | | | | | | | | | | A | | 7.2 | | 24 | | 587 | | 1704 | | 369 | | 120^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 4.30 - 5.00 | | | | | | | | | | | | A | | 7.4 | | 24 | | 603 | | 1590 | | 356 | | 101^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 5.00 - 5.30 | | | | | | | | | | | | A | | 7.8 | | 25 | | 636 | | 1436 | | 464 | | LT | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 5.30 - 6.00 | | | | | | | | | | | | A | | 7.9 | | 25 | | 644 | | 1360 | | 478 | | LT | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 6.00 - 6.30 | | | | | | | | | | | | A | | 7.8 | | 23 | | 636 | | 1451 | | 533 | | 77^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| POPEYE/OLIVE COMEDY SHOW | | | | | | | | | | 29 | | 188 | | 193 | | A | | 2.0 | | 19 | | 163 | | 374^ | | LT | | 37^ | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 8.00A | | 30 | | CBS | | CA | | 97 | | 97 | | B | | 2.4 | | 17 | | 196 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| REACH INTO SPACE-LANDING4(S) | | | | | | | | | | 175 | | | | | | A | | 5.9 | | 19 | | 481 | | 2466 | | 938 | | 228^ | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. | | 12.00N | | 15 | | ABC | | N | | 98 | | 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RICHIE RICH/SCOOBY DOO-1 | | | | | | | | | | 40 | | 192 | | 194 | | A | | 5.0 | | 25 | | 408 | | 1752 | | 207^138^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 10.00A | | 30 | | ABC | | CA | | 99 | | 99 | | B | | 5.7 | | 25 | | 465 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RICHIE RICH/SCOOBY DOO-2 | | | | | | | | | | 40 | | 196 | | 198 | | A | | 6.0 | | 27 | | 489 | | 1630 | | 191^ | | 80^ | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 10.30A | | 30 | | ABC | | CA | | 99 | | 99 | | B | | 6.5 | | 27 | | 530 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-8.26AM | | | | | | | | | | 39 | | 182 | | 183 | | A | | 1.9 | | 20 | | 155 | | 1039 | | 52^ | | 39^ | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 8.26A | | 4 | | ABC | | CN | | 94 | | 94 | | B | | 3.4 | | 22 | | 277 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-8.55AM | | | | | | | | | | 21 | | 194 | | 194 | | A | | 3.3 | | 23 | | 269 | | 1428 | | 260^134^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 8.55A | | 4 | | ABC | | CN | | 98 | | 98 | | B | | 3.8 | | 20 | | 310 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-9.25AM | | | | | | | | | | 21 | | 195 | | 195 | | A | | 4.0 | | 22 | | 326 | | 1497 | | 179^145^ | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. | | 9.25A | | 4 | | ABC | | CN | | 99 | | 99 | | B | | 4.1 | | 18 | | 334 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHUTTLE LANDING-CBS(S) | | | | | | | | | | 171 | | | | | | A | | 5.3 | | 17 | | 432 | | 1681 | | 704 | | 227^ | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. | | 12.00N | | 15 | | CBS | | N | | 94 | | 94 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SMURFS I | | | | | | | | | | 40 | | 188 | | 210 | | A | | 3.5 | | 34 | | 285 | | 1604 | | 277^ | | 87^ | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. | | 8.00A | | 30 | | NBC | | CA | | 88 | | 99 | | B | | 6.1 | | 36 | | 497 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. | | 8.30A | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|--|------------|--|-----|--|----------|--|------------|--|-----------------|------|------------------------------------|-------------------|---------------------|-------------------|--------------------|-----------------------------|---|-------|-------|-------|-----|-------|-------|-------|-------|-------|---------------|------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|--|
| WK # DAY | | START TIME | | DUR | | NET TYPE | | PROG. TYPE | | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | MEN | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | | | | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SMURFS II | | | | | | | | | | | | | | | | | | | 40 | 194 | 210 | A | 5.4 | 40 | 440 | 1727 | 194 | 109 | 242 | 142 | 190 | 85 | 74 | 52 | 132 | 68 | 76 | LT | 48 | 56 | 183 | 80 | 1170 | 733 | |
| 1 SAT. 8.30A 30 NBC CA | | | | | | | | | | | | | | | | | | | 89 | 99 | B | 8.3 | 40 | 676 | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 9.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPACE STARS I | | | | | | | | | | | | | | | | | | | 29 | 182 | | A | 3.8 | 17 | 310 | 1952 | 219 | 81 | 219 | 96 | 176 | 111 | 123 | 43 | 265 | 201 | 265 | 191 | 64 | LT | 348 | LT | 1120 | 724 | |
| 2 SAT. 11.00A 30 NBC CA | | | | | | | | | | | | | | | | | | | | 92 | B | 4.5 | 17 | 367 | | | | | | | | | | | | | | | | | | | | | |
| SPACE STARS II | | | | | | | | | | | | | | | | | | | 29 | 182 | | A | 3.7 | 17 | 302 | 2228 | 348 | 116 | 348 | 199 | 315 | 210 | 149 | 33 | 368 | 332 | 368 | 190 | 36 | LT | 303 | LT | 1209 | 686 | |
| 2 SAT. 11.30A 30 NBC CA | | | | | | | | | | | | | | | | | | | | 92 | B | 4.5 | 17 | 367 | | | | | | | | | | | | | | | | | | | | | |
| SPIDER-MAN & FRIENDS | | | | | | | | | | | | | | | | | | | 30 | 201 | | A | 5.2 | 25 | 424 | 1814 | 140 | 93 | 180 | 104 | 149 | 76 | 76 | 31 | 116 | 43 | 116 | 116 | 73 | LT | 376 | 98 | 1142 | 680 | |
| 2 SAT. 10.30A 30 NBC CA | | | | | | | | | | | | | | | | | | | | 98 | B | 5.8 | 23 | 473 | | | | | | | | | | | | | | | | | | | | | |
| SPIRIT OF COMPETITION(S) | | | | | | | | | | | | | | | | | | | 129 | | | A | 3.9 | 14 | 318 | 1582 | 478 | 113 | 610 | 336 | 336 | 185 | 213 | 176 | 761 | 330 | 487 | 481 | 383 | 154 | LT | LT | 211 | 211 | |
| 1 SAT. 2.00P 60 NBC SE | | | | | | | | | | | | | | | | | | | 71 | | | A | 3.8 | 14 | 310 | 1623 | 438 | 136 | 570 | 351 | 351 | 145 | 169 | 170 | 891 | 343 | 489 | 614 | 509 | 157 | LT | LT | 162 | 162 | |
| 2.00 - 2.30 | | | | | | | | | | | | | | | | | | | | | | A | 3.9 | 14 | 318 | 1560 | 525 | 92 | 651 | 323 | 323 | 227 | 262 | 179 | 647 | 328 | 499 | 363 | 266 | 148 | LT | LT | 262 | 262 | |
| 2.30 - 3.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPORTSBEAT | | | | | | | | | | | | | | | | | | | 16 | 167 | | A | 1.6 | 5 | 130 | 1700 | 568 | 123 | 614 | 199 | 254 | 376 | 415 | 192 | 871 | 423 | 423 | 340 | 393 | 223 | LT | LT | 215 | 146 | |
| 2 SUN. 4.30P 30 ABC SC | | | | | | | | | | | | | | | | | | | | 88 | B | 3.1 | 10 | 253 | | | | | | | | | | | | | | | | | | | | | |
| SPORTSWORLD | | | | | | | | | | | | | | | | | | | 24 | 185 | 182 | A | 6.6 | 23 | 538 | 1372 | 396 | 124 | 411 | 132 | 232 | 238 | 176 | 151 | 785 | 296 | 488 | 394 | 360 | 268 | 100 | LT | 76 | 75 | |
| 1 SUN. 3.00P 120 NBC SA | | | | | | | | | | | | | | | | | | | 94 | 92 | B | 6.2 | 17 | 505 | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 4.00P 90 | | | | | | | | | | | | | | | | | | | | | | A | 5.7 | 22 | 465 | 1163 | 440 | 48 | 440 | 144 | 247 | 250 | 181 | 160 | 588 | 261 | 261 | 262 | 235 | 215 | 98 | LT | 37 | 37 | |
| 3.00 - 3.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | | | | | | | | A | 7.2 | 28 | 587 | 1181 | 355 | 33 | 355 | 102 | 178 | 188 | 145 | 142 | 671 | 212 | 332 | 348 | 361 | 242 | 85 | LT | 70 | 70 | |
| 4.00 - 4.30 | | | | | | | | | | | | | | | | | | | | | | A | 6.8 | 24 | 554 | 1383 | 363 | 135 | 363 | 111 | 182 | 215 | 162 | 148 | 828 | 301 | 550 | 405 | 410 | 278 | 123 | LT | 69 | 62 | |
| 4.30 - 5.00 | | | | | | | | | | | | | | | | | | | | | | A | 6.6 | 22 | 538 | 1524 | 450 | 160 | 450 | 132 | 260 | 292 | 205 | 158 | 905 | 321 | 621 | 519 | 425 | 284 | 95 | LT | 74 | 74 | |
| 5.00 - 5.30 | | | | | | | | | | | | | | | | | | | | | | A | 6.2 | 19 | 505 | 1485 | 377 | 206 | 488 | 204 | 341 | 231 | 183 | 147 | 762 | 361 | 462 | 291 | 244 | 300 | 90 | LT | 145 | 145 | |
| SUNDAY MORNING | | | | | | | | | | | | | | | | | | | 40 | 156 | 159 | A | 4.1 | 22 | 334 | 1527 | 601 | 173 | 601 | 146 | 218 | 182 | 219 | 383 | 635 | 201 | 342 | 327 | 321 | 269 | 174 | 36 | 117 | 67 | |
| SUN. 9.00A 90 CBS N | | | | | | | | | | | | | | | | | | | | 91 | 92 | B | 4.7 | 23 | 383 | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | A | 3.4 | 22 | 277 | 1704 | 600 | 173 | 600 | 113 | 196 | 196 | 235 | 404 | 700 | 249 | 383 | 353 | 370 | 277 | 244 | 53 | 160 | 134 | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | A | 4.2 | 22 | 342 | 1518 | 577 | 197 | 577 | 135 | 196 | 196 | 190 | 381 | 625 | 193 | 326 | 290 | 290 | 274 | 216 | 20 | 100 | 68 | |
| 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | A | 4.6 | 21 | 375 | 1435 | 640 | 160 | 640 | 193 | 264 | 165 | 238 | 376 | 614 | 177 | 326 | 342 | 320 | 272 | 82 | 39 | 99 | 17 | |
| SUPERFRIENDS | | | | | | | | | | | | | | | | | | | 40 | 182 | 183 | A | 1.7 | 19 | 139 | 1101 | 73 | 66 | 94 | 65 | 65 | 65 | LT | LT | 108 | 72 | 72 | 72 | 36 | 36 | 230 | 115 | 669 | 288 | |
| SAT. 8.00A 30 ABC CA | | | | | | | | | | | | | | | | | | | | 94 | 94 | B | 3.3 | 23 | 269 | | | | | | | | | | | | | | | | | | | | |
| TARZAN/L.RANGER/ZORRO HR1 | | | | | | | | | | | | | | | | | | | 29 | 195 | 196 | A | 2.4 | 17 | 196 | 2015 | 305 | 102 | 340 | 56 | 137 | 137 | 198 | 203 | 439 | 239 | 276 | 119 | 158 | 163 | 211 | 31 | 1025 | 618 | |
| SAT. 8.30A 30 CBS CA | | | | | | | | | | | | | | | | | | | | 99 | 99 | B | 3.3 | 18 | 269 | | | | | | | | | | | | | | | | | | | | |
| TARZAN/L.RANGER/ZORRO HR2 | | | | | | | | | | | | | | | | | | | 29 | 195 | 196 | A | 3.3 | 19 | 269 | 1554 | 301 | 141 | 353 | 153 | 179 | 86 | 107 | 174 | 320 | 168 | 190 | 171 | 101 | 130 | 118 | 22 | 763 | 461 | |
| SAT. 9.00A 30 CBS CA | | | | | | | | | | | | | | | | | | | | 99 | 99 | B | 4.1 | 19 | 334 | | | | | | | | | | | | | | | | | | | | |
| THIS WEEK-DAVID BRINKLEY | | | | | | | | | | | | | | | | | | | 31 | 165 | 139 | A | 3.1 | 12 | 253 | 1723 | 631 | 165 | 655 | 162 | 229 | 224 | 248 | 391 | 625 | 124 | 274 | 253 | 251 | 336 | LT | LT | 427 | 332 | |
| 1 SUN. 11.30A 30 ABC N | | | | | | | | | | | | | | | | | | | | 92 | 83 | B | 3.6 | 13 | 293 | | | | | | | | | | | | | | | | | | | | |
| & 12.15P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 11.30A 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | | | | | | | | | A | 3.0 | 12 | 245 | 1727 | 637 | 163 | 662 | 216 | 261 | 218 | 206 | 375 | 568 | 126 | 253 | 209 | 236 | 315 | 28 | 28 | 469 | 364 | |
| 12.00 - 12.30 | | | | | | | | | | | | | | | | | | | | | | A | 3.0 | 13 | 245 | 1000 | 461 | 200 | 514 | LT | LT | 81 | 240 | 433 | 486 | 98 | 98 | 49 | LT | 388 | LT | LT | LT | LT | |
| 30 MINUTES | | | | | | | | | | | | | | | | | | | 31 | 163 | 170 | A | 3.4 | 13 | 277 | 1401 | 665 | 259 | 711 | 292 | 393 | 351 | 249 | 259 | 323 | 188 | 247 | 199 | 119 | 76 | 169 | LT | 198 | 36 | |
| SAT. 1.30P 30 CBS DN | | | | | | | | | | | | | | | | | | | | 90 | 90 | B | 3.5 | 12 | 285 | | | | | | | | | | | | | | | | | | | | |
| THUNDARR THE BARBARIAN | | | | | | | | | | | | | | | | | | | 21 | 194 | 194 | A | 3.1 | 21 | 253 | 1451 | 209 | 162 | 276 | 233 | 233 | 59 | 43 | 35 | 195 | 99 | 195 | 115 | 96 | LT | 174 | LT | 806 | 549 | |
| SAT. 8.30A 30 ABC CA | | | | | | | | | | | | | | | | | | | | 98 | 98 | B | 3.8 | 20 | 310 | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | |
|------------------------------|-----|------------|-----|-----|------------|------|------|-------|-------------|-----------------|-------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|------|-------|-------|---------------------------|------|---------------|-------|-----------------|-------|-------|-------|-----|------------|------------|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | K E Y | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | MEN 18-49 25-54 35-64 55+ | | | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL FEM. | TOTAL 6-11 |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOM AND JERRY COMEDY SHOW | | | | | | 36 | 168 | 174 | A | 5.1 | 20 | 416 | 1712 | 226^ | 22^ | 324 | 211^ | 250^ | 161^ | 82^ | 65^ | 279^ | 190^ | 250^ | 129^ | 74^ | 15^ | 255^ | 137^ | 854 | 462 | |
| SAT. 12.30P 30 CBS CA | | | | | | 91 | 91 | B | 5.4 | 19 | 440 | | | | | | | | | | | | | | | | | | | | | |
| TROLLKINS | | | | | | 27 | 167 | 173 | A | 3.8 | 15 | 310 | 1552 | 288^ | 74^ | 314^ | 197^ | 222^ | 143^ | 84^ | 78^ | 271^ | 194^ | 245^ | 154^ | 62^ | 26^ | 250^ | 61^ | 717 | 406 | |
| SAT. 12.00N 30 CBS CA | | | | | | 89 | 89 | B | 4.3 | 15 | 350 | | | | | | | | | | | | | | | | | | | | | |
| WESTERN OPEN GOLF-SAT(S) | | | | | | 172 | | | A | 3.8 | 12 | 310 | 1358 | 683^ | 184^ | 693^ | 104^ | 229^ | 193^ | 298^ | 464^ | 597^ | 93^ | 245^ | 203^ | 339^ | 352^ | 52^ | LT | 16^ | LT | |
| 1 SAT. 4.30P 90 CBS SE | | | | | | 95 | | | A | 4.1 | 13 | 334 | 1380 | 730 | 200^ | 766 | 119^ | 326^ | 254^ | 369^ | 440^ | 473^ | 111^ | 195^ | 174^ | 278^ | 278^ | 141^ | LT | LT | LT | |
| 4.30 - 5.00 | | | | | | | | | A | 3.7 | 12 | 302 | 1315 | 649^ | 179^ | 649^ | 96^ | 179^ | 159^ | 239^ | 470^ | 666^ | 100^ | 285^ | 231^ | 364^ | 381^ | LT | LT | LT | LT | |
| 5.00 - 5.30 | | | | | | | | | A | 3.7 | 12 | 302 | 1348 | 649^ | 156^ | 649^ | 89^ | 169^ | 156^ | 285^ | 480^ | 646^ | 66^ | 255^ | 205^ | 371^ | 391^ | LT | LT | 53^ | 40^ | |
| 5.30 - 6.00 | | | | | | | | | A | 4.9 | 18 | 399 | 1150 | 546^ | 318^ | 549^ | 191^ | 341^ | 300^ | 226^ | 208^ | 509^ | 27^ | 180^ | 159^ | 253^ | 329^ | 37^ | LT | 55^ | LT | |
| WESTERN OPEN GOLF-SUN(S) | | | | | | 188 | | | A | 4.3 | 16 | 350 | 937 | 434^ | 189^ | 434^ | 186^ | 249^ | 140^ | 123^ | 185^ | 418^ | 32^ | 67^ | 67^ | 152^ | 351^ | 31^ | 31^ | 54^ | 20^ | |
| 1 SUN. 4.00P 120 CBS SE | | | | | | 98 | | | A | 4.6 | 17 | 375 | 1061 | 589^ | 415^ | 589^ | 184^ | 399^ | 354^ | 272^ | 190^ | 413^ | 29^ | 83^ | 54^ | 137^ | 330^ | LT | LT | 59^ | LT | |
| 4.00 - 4.30 | | | | | | | | | A | 5.2 | 19 | 424 | 1465 | 745 | 448^ | 745 | 314^ | 516^ | 504^ | 287^ | 229^ | 606 | 23^ | 301^ | 278^ | 368^ | 305^ | 72^ | LT | 42^ | LT | |
| 4.30 - 5.00 | | | | | | | | | A | 5.4 | 19 | 440 | 1073 | 405^ | 219^ | 405^ | 70^ | 184^ | 184^ | 209^ | 221^ | 567 | 20^ | 231^ | 211^ | 325^ | 336^ | 39^ | LT | 62^ | LT | |
| 5.00 - 5.30 | | | | | | | | | A | 5.4 | 19 | 440 | | | | | | | | | | | | | | | | | | | | |
| 5.30 - 6.00 | | | | | | | | | A | 5.4 | 19 | 440 | | | | | | | | | | | | | | | | | | | | |
| WIMBLEDON TENNIS CHMP.SAT(S) | | | | | | 213 | | | A | | | | | | | | | | | | | | | | | | | | | | | |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 28, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | |
|--|--|-------|------|------|------|-----------------------------|-------|---------------------------------|-------|----------------|------------|--------------------|------------|---|------------|-----------------------|-------|------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,540 11.7 | | 20,620 25.3 | | | | | | | | | | |
| | ABC TV | | | | | BEST OF THE WEST (R)(OP) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,820 9.6 | | 10,510 12.9 | 10.7* | | 12.2* | | 13.9* | | 14.4* | | 13.6* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 18 9.4 | | 22 10.3 | 20 * | 11.1 | 21 * | 12.7 | 23 * | 14.2 | 14.6 | 14.1 | 14.2 | 24 * |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,160 18.6 | | 15,650 19.2 | | 18,660 22.9 | | 17,360 21.3 | | 17,280 21.2 | | | | |
| | CBS TV | | | | | PRIVATE BENJAMIN (R)(OP) | | WKRP IN CINCINNATI (R) | | M*A*S*H (R) | | HOUSE CALLS (R) | | | | CAGNEY & LACEY (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,040 16.0 | | 14,100 17.3 | | 16,540 20.3 | | 15,650 19.2 | | 12,960 15.9 | 15.9* | | 15.9* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 30 15.2 | | 31 16.8 | 17.3 | 17.2 | 35 19.4 | 21.1 | 32 19.3 | 19.1 | 28 15.9 | 27 * | 15.8 | 29 * |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,750 18.1 | | | | 19,890 24.4 | | | | | | | | |
| | NBC TV | | | | | | | LITTLE HOUSE-PRAIRIE (R)(OP) | | | | | | NBC MONDAY NIGHT MOVIES MIDNIGHT LACE(R) (OP) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,170 13.7 | 12.5* | | 15.0* | 12,140 14.9 | 14.2* | | 14.8* | | 15.3* | | 15.3* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 25 12.1 | 24 * | 12.8 | 27 * | 15.4 | 26 14.3 | 24 * | 14.0 | 14.5 | 25 * | 26 * | 15.6 | 27 * |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 6,760 8.3 | | 17,520 21.5 | | | | | | | | | | |
| | ABC TV | | | | | BEST OF THE WEST (R)(OP) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,870 7.2 | | 7,910 9.7 | 7.7* | | 9.1* | | 10.7* | | 12.2* | | 11.0* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 15 7.2 | | 19 7.3 | 16 * | 8.3 | 17 * | 9.3 | 19 * | 10.6 | 22 * | 12.3 | 20 * | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,390 15.2 | | 14,670 18.0 | | 18,090 22.2 | | 15,570 19.1 | | 16,710 20.5 | | | | |
| | CBS TV | | | | | PRIVATE BENJAMIN (R)(OP) | | WKRP IN CINCINNATI (R) | | M*A*S*H (R) | | HOUSE CALLS (R) | | | | LOU GRANT (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,760 13.2 | | 12,800 15.7 | | 15,730 19.3 | | 13,940 17.1 | | 12,800 15.7 | 15.4* | | 16.1* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 28 12.6 | 13.7 | 32 15.1 | 16.3 | 36 18.0 | 20.6 | 31 16.9 | 17.2 | 29 14.8 | 28 * | 15.9 | 30 * | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,840 13.3 | | | | 18,090 22.2 | | | | | | | | |
| | NBC TV | | | | | | | LITTLE HOUSE-PRAIRIE (R)(OP) | | | | | | NBC MONDAY NIGHT MOVIES THE SCARLETT O'HARA WAR (R)(SUS-OP) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,660 9.4 | 9.1* | | 9.6* | 10,350 12.7 | 10.5* | | 12.7* | | 13.4* | | 14.4* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 9.2 | 19 * | 9.1 | 19 * | 23 10.0 | 20 * | 10.5 | 23 * | 12.8 | 25 * | 13.6 | 27 * | |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 49.8 | 50.4 | 49.2 | 51.3 | 51.4 | 53.5 | 54.5 | 56.4 | 58.0 | 59.1 | 58.9 | 60.2 | 59.6 | 57.8 | 56.9 | 54.5 |
| | | WK. 2 | 45.3 | 45.3 | 45.9 | 47.4 | 46.7 | 47.0 | 48.2 | 50.7 | 52.0 | 54.1 | 54.9 | 55.7 | 54.4 | 54.7 | 54.9 | 53.6 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | | |

For explanation of symbols, See page A.

EVE. MON. JULY 5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 29, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|-------------------------------------|--|-------|------|------|------|---------------------|------|--------------------------|-------|------------------------|-------|----------------------------------|-------|---|-------|----------------------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,430 17.7 | | 15,400 18.9 | | 17,520 21.5 | | 17,600 21.6 | | 19,970 24.5 | | | |
| | ABC TV | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | | | HART TO HART (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,820 14.5 | | 13,860 17.0 | | 15,000 18.4 | | 15,650 19.2 | | 15,320 18.8 | | 19.1* | 18.4* |
| | SHARE OF AUDIENCE % | | | | | 30 | | 33 | | 33 | | 33 | | 33 | | 33 * | 32 * |
| | AVG. AUD. BY ¼ HR. | | | | | 13.2 | 15.8 | 16.3 | 17.6 | 17.4 | 19.4 | 18.5 | 20.0 | 19.2 | 19.0 | 18.6 | 18.3 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,570 14.2 | | 9,130 11.2 | | 17,520 21.5 | | | | | | | |
| | CBS TV | | | | | CRONKITE'S UNIVERSE | | TWO OF US (R)(OP) | | | | | | CBS TUESDAY NIGHT MOVIES WHITE MAMA(R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,620 11.8 | | 7,420 9.1 | | 11,330 13.9 | | 11.1* | | 14.0* | | 14.8* | 16.0* |
| | SHARE OF AUDIENCE % | | | | | 24 | | 18 | | 24 | | 20 * | | 24 * | | 26 * | 28 * |
| | AVG. AUD. BY ¼ HR. | | | | | 11.8 | 11.9 | 9.2 | 9.0 | 10.1 | 12.0 | 13.9 | 14.0 | 14.5 | 15.0 | 16.0 | 16.0 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,000 13.5 | | | | 11,650 14.3 | | | | 10,270 12.6 | | | |
| | NBC TV | | | | | | | BRET MAVERICK (R)(OP) | | | | CASSIE AND COMPANY (SUS-OP) | | | | FLAMINGO ROAD (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,740 9.5 | 9.0* | | 9.9* | 10.9 | 10.6* | | 11.2* | 7,340 9.0 | 8.7* | | 9.2* |
| | SHARE OF AUDIENCE % | | | | | 19 | 19 * | | 19 * | 19 | 19 * | | 19 * | 16 | 15 * | | 16 * |
| | AVG. AUD. BY ¼ HR. | | | | | 9.3 | 8.7 | 9.7 | 10.2 | 10.7 | 10.5 | 10.9 | 11.5 | 8.9 | 8.6 | 8.7 | 9.7 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,900 14.6 | | 12,060 14.8 | | 15,970 19.6 | | 15,890 19.5 | | 18,660 22.9 | | | |
| | ABC TV | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | | | HART TO HART (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,860 12.1 | | 10,600 13.0 | | 13,860 17.0 | | 14,260 17.5 | | 14,670 18.0 | | 18.2* | 17.7* |
| | SHARE OF AUDIENCE % | | | | | 26 | | 26 | | 32 | | 32 | | 34 | | 34 * | 34 * |
| | AVG. AUD. BY ¼ HR. | | | | | 11.4 | 12.8 | 12.6 | 13.5 | 16.4 | 17.5 | 17.2 | 17.9 | 18.2 | 18.2 | 17.4 | 18.1 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,350 12.7 | | 8,070 9.9 | | 15,810 19.4 | | | | | | | |
| | CBS TV | | | | | CRONKITE'S UNIVERSE | | TWO OF US (R)(OP) | | | | | | CBS TUESDAY NIGHT MOVIES A SHINING SEASON (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,480 10.4 | | 6,440 7.9 | | 9,130 11.2 | | 9.3* | | 10.5* | | 12.4* | 12.6* |
| | SHARE OF AUDIENCE % | | | | | 22 | | 16 | | 21 | | 17 * | | 19 * | | 23 * | 24 * |
| | AVG. AUD. BY ¼ HR. | | | | | 10.4 | 10.4 | 8.1 | 7.8 | 9.0 | 9.6 | 10.5 | 10.5 | 12.3 | 12.4 | 12.7 | 12.5 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,570 14.2 | | | | 11,170 13.7 | | | | 8,480 10.4 | | | |
| | NBC TV | | | | | | | BRET MAVERICK (R)(OP) | | | | CASSIE AND COMPANY (OP) | | | | FLAMINGO ROAD (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,820 9.6 | 8.3* | | 10.9* | 9.6 | 9.4* | | 9.8* | 5,950 7.3 | 7.1* | | 7.4* |
| | SHARE OF AUDIENCE % | | | | | 20 | 18 * | | 22 * | 18 | 18 * | | 18 * | 14 | 13 * | | 14 * |
| | AVG. AUD. BY ¼ HR. | | | | | 8.4 | 8.2 | 10.4 | 11.3 | 9.5 | 9.4 | 9.9 | 9.7 | 7.0 | 7.3 | 7.6 | 7.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 47.7 | 49.2 | 48.3 | 48.6 | 47.5 | 49.8 | 50.6 | 52.3 | 54.0 | 56.3 | 57.6 | 58.6 | 57.7 | 57.8 | 57.4 |
| | | WK. 2 | 45.9 | 46.6 | 46.3 | 46.4 | 46.3 | 48.1 | 49.3 | 51.2 | 52.4 | 54.2 | 55.0 | 55.2 | 54.0 | 52.9 | 52.3 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. JULY 6, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------------------------------|--|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| W E E K 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| W E E K 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| W E E K 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK. 1 | | 43.9 | 45.0 | 45.2 | 46.1 | 46.8 | 48.3 | 48.8 | 49.4 | 51.7 | 53.4 | 54.8 | 56.0 | 56.5 | 56.2 | 54.6 | 51.3 |
| (See Def. 1) WK. 2 | | 45.5 | 46.7 | 46.5 | 46.9 | 46.0 | 46.5 | 47.4 | 49.8 | 51.8 | 52.5 | 52.6 | 54.3 | 53.9 | 54.7 | 54.5 | 53.9 |

U.S. TV Households 81,500,000

For explanation of symbols: See page 1

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 1, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------------------------|--|-------|------|------|------|----------------|-------------|------|---------------|----------------|-------------|----------------|------|----------------|---------------|-------------|---------------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,290 11.4 | | | | 10,350 12.7 | | 11,330 13.9 | | 18,420 22.6 | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,930 8.5 | | | | 8,640 10.6 | | 9,700 11.9 | | 13,530 16.6 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 19 8.3 | 8.4* 8.6 | | 8.5* 8.6 | 21 10.1 | 11.1 | 22 11.5 | 12.3 | 31 16.3 | 16.9* 17.4 | 31* 16.7 | 16.4* 16.1 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,750 18.1 | | | | 16,710 20.5 | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,330 13.9 | | | | 9,860 12.1 | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 30 13.1 | 30* 13.8 | | 31* 14.2 | 23 10.5 | 20* 9.9 | 20* 10.5 | 11.0 | 23* 12.4 | 23* 13.5 | 27* 14.2 | 27* 14.7 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,680 13.1 | | | | 13,280 16.3 | | 14,830 18.2 | | 14,670 18.0 | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,740 9.5 | | | | 11,980 14.7 | | 13,200 16.2 | | 10,840 13.3 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 21 8.9 | 8.9* 9.0 | | 10.1* 10.4 | 29 13.9 | 20* 15.4 | 30 15.9 | 16.5 | 24 13.7 | 25* 13.7 | 24* 13.2 | 24* 12.9* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 8,880 10.9 | | | | 8,640 10.6 | | 10,110 12.4 | | 15,490 19.0 | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,440 7.9 | | | | 7,660 9.4 | | 8,150 10.0 | | 11,000 13.5 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 16 7.2 | 7.4* 7.7 | | 8.3* 8.6 | 18 8.9 | 17* 10.0 | 19 10.1 | 10.0 | 25 12.3 | 24* 13.4 | 26* 14.0 | 26* 14.1 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,060 19.7 | | | | 12,390 15.2 | | | | 10,920 13.4 | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,330 13.9 | | | | 8,880 10.9 | | | | 8,310 10.2 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 29 13.5 | 29* 13.7 | | 29* 14.3 | 21 10.8 | 21* 10.9 | 20* 10.9 | 10.9 | 19 9.4 | 18* 10.2 | 20* 10.3 | 20* 10.7 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,760 13.2 | | | | 14,750 18.1 | | 14,430 17.7 | | 18,500 22.7 | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,740 9.5 | | | | 12,880 15.8 | | 13,040 16.0 | | 14,180 17.4 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 8.6 | 8.9* 9.2 | | 10.0* 10.5 | 31 15.1 | 20* 16.4 | 30 16.0 | 15.9 | 32 17.6 | 32* 17.1 | 33* 17.5 | 33* 17.3 |
| TV HOUSEHOLDS USING TV | | WK. 1 | 44.7 | 44.7 | 44.0 | 44.8 | 45.0 | 45.2 | 45.6 | 47.3 | 50.1 | 52.4 | 54.0 | 55.1 | 54.7 | 55.4 | 54.3 |
| (See Def. 1) | | WK. 2 | 46.0 | 46.3 | 47.1 | 47.3 | 46.8 | 47.4 | 48.2 | 49.5 | 50.2 | 52.6 | 53.5 | 53.7 | 54.0 | 54.3 | 52.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. JULY 8, 1982

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | |
|------------------------|--|------|-------|------|------|------|-----------------|-----------------------------|------------------------|-------------|----------------------------------|---------------|------|--|--|-------------|-----------------------|-------------|------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 9,130 11.2 | | 8,310 10.2 | | 16,140 19.8 | | | | | | | | |
| | ABC TV | | | | | | BENSON (R) | | MAKING A LIVING (R) | | | | | ABC FRIDAY NIGHT MOVIE THE OKLAHOMA CITY DOLLS(R) (OP) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 7,820 9.6 | | 7,010 8.6 | | 9,370 11.5 | 9.3* | | 10.9* | | 12.9* | | 13.0* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 21 9.1 | 10.1 | 18 8.7 | 8.4 | 23 8.8 | 19* 9.8 | 10.5 | 22* 11.3 | 12.9 | 26* 12.8 | 12.8 | 26* 13.2 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 14,590 17.9 | | | | 14,100 17.3 | | | | 12,960 15.9 | | | | |
| | CBS TV | | | | | | | DUKES OF HAZZARD (R)(OP) | | | | DALLAS (R) | | | | | DALLAS SPECIAL (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 10,190 12.5 | 11.4* | | 13.7* | 10,350 12.7 | 12.6* | | 12.9* | 10,430 12.8 | 12.5* | | 13.0* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 27 10.7 | 25* 12.0 | 29* 13.3 | 29* 14.1 | 26 12.4 | 26* 12.7 | 12.7 | 26* 13.0 | 25 12.2 | 25* 12.9 | 13.1 | 26* 12.9 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 5,380 6.6 | | 9,450 11.6 | | | | | | 10,510 12.9 | | | | |
| | NBC TV | | | | | | LEWIS AND CLARK | | | | CHICAGO STORY (R)(OP) | | | | | | ASPHALT COWBOY (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 4,320 5.3 | | 6,110 7.5 | 6.1* | | 7.9* | | 8.5* | 7,820 9.6 | 9.0* | | 10.3* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 12 5.5 | 5.2 | 15 5.9 | 13* 6.3 | 7.9 | 16* 7.9 | 8.4 | 17* 8.6 | 19 8.7 | 18* 9.2 | 9.9 | 20* 10.7 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 10,600 13.0 | | 9,700 11.9 | | 17,030 20.9 | | | | | | | | |
| | ABC TV | | | | | | BENSON (R) | | MAKING A LIVING (R) | | | | | | ABC FRIDAY NIGHT MOVIE RICH KIDS (OP) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 8,970 11.0 | | 8,560 10.5 | | 10,430 12.8 | 12.0* | | 12.8* | | 13.2* | | 13.3* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 25 10.7 | 11.3 | 23 10.2 | 23* 10.9 | 26 12.0 | 25* 12.1 | 12.7 | 26* 12.9 | 21 13.2 | 27* 13.2 | 13.2 | 28* 13.3 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 15,160 18.6 | | | | 12,960 15.9 | | | | 11,170 13.7 | | | | |
| | CBS TV | | | | | | | DUKES OF HAZZARD (R)(OP) | | | | DALLAS (R) | | | | | FALCON CREST (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 11,330 13.9 | 13.0* | | 14.8* | 8,880 10.9 | 10.8* | | 11.1* | 8,230 10.1 | 9.6* | | 10.5* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 31 12.3 | 30* 13.7 | 32* 14.9 | 32* 14.7 | 23 10.7 | 23* 10.8 | 10.9 | 23* 11.2 | 21 9.6 | 20* 9.6 | 10.3 | 22* 10.8 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 3,990 4.9 | | 9,050 11.1 | | | | | | 11,080 13.6 | | | | |
| | NBC TV | | | | | | LEWIS AND CLARK | | | | CHICAGO STORY (R)(SUS-OP)(OP) | | | | | | MCCLAIN'S LAW (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 3,420 4.2 | | 5,130 6.3 | 4.2* | | 6.8* | | 7.7* | 8,480 10.4 | 10.2* | | 10.6* | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | | 10 4.3 | 4.0 | 13 4.2 | 9* 4.2 | | 14* 7.0 | 7.4 | 16* 8.0 | 21 9.8 | 21* 10.5 | 10.4 | 22* 10.7 | |
| TV HOUSEHOLDS USING TV | | | WK. 1 | 42.1 | 42.8 | 43.6 | 45.7 | 44.7 | 47.1 | 47.0 | 47.4 | 47.9 | 49.3 | 49.7 | 50.1 | 50.3 | 50.5 | 50.5 | 50.3 |
| (See Def. 1) | | | WK. 2 | 43.2 | 43.4 | 42.3 | 42.7 | 42.5 | 44.6 | 45.7 | 46.8 | 47.1 | 47.9 | 48.5 | 49.5 | 49.2 | 49.0 | 48.4 | 47.7 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|--------------------------------|--|------|-------|------|------|------|--|------|--------------------------|------|----------------------------------|------|------|------|-----------------------|-------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 12,310 15.1 | | | | 16,950 20.8 | | | | 15,000 18.4 | | | |
| | ABC TV | | | | | | TODAY'S FBI (R)(OP) | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 8,720 10.7 | | | | 13,040 16.0 | | | | 12,390 15.2 | | | |
| | SHARE OF AUDIENCE % | { | | | | | 26 10.1* | 25 * | | 27 * | 35 15.1* | 34 * | | 37 * | 34 14.9* | 33 * | | 35 * |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 10.0 | 10.1 | 10.9 | 11.9 | 14.3 | 15.8 | 16.8 | 17.1 | 14.9 | 14.9 | 15.4 | 15.7 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 10,020 12.3 | | | | 12,310 15.1 | | | | | | | |
| | CBS TV | | | | | | WALT DISNEY THE LITTLE SHEPHERD DOG OF CATALINA(R)(OP) | | | | MAYFLOWER: PILGRIMS' ADV. (R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 7,340 9.0 | | | | 7,250 8.9 | | | | | | | |
| | SHARE OF AUDIENCE % | { | | | | | 22 8.5 | 22 * | | 22 * | 20 8.8 | 20 * | | 19 * | 20 * | | 19 * | |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 8.5 | 9.4 | 9.4 | 8.7 | 8.8 | 9.2 | 9.3 | 8.7 | 9.1 | 8.6 | 8.7 | 8.6 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 5,540 6.8 | | 5,710 7.0 | | 7,580 9.3 | | | | 7,660 9.4 | | | |
| | NBC TV | | | | | | HERE'S BOOMER (R) | | HARPER VALLEY (R)(OP) | | NASHVILLE PALACE (R)(SUS-OP) | | | | NBC MAGAZINE (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 4,810 5.9 | | 4,810 5.9 | | 5,130 6.3 | | | | 4,970 6.1 | | | |
| | SHARE OF AUDIENCE % | { | | | | | 15 5.8 | | 14 5.5 | | 14 6.2 | 14 * | | 14 * | 13 * | | 14 * | |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 5.8 | 5.9 | 5.5 | 6.2 | 6.1 | 6.2 | 6.3 | 6.4 | 5.8 | 6.0 | 6.4 | 6.1 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 11,740 14.4 | | | | 17,690 21.7 | | | | 19,890 24.4 | | | |
| | ABC TV | | | | | | TODAY'S FBI (R)(OP) | | | | LOVE BOAT (R)(OP) | | | | FANTASY ISLAND (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 8,230 10.1 | | | | 13,200 16.2 | | | | 15,080 18.5 | | | |
| | SHARE OF AUDIENCE % | { | | | | | 23 9.1 | 21 * | | 24 * | 33 13.8 | 31 * | | 36 * | 39 17.8 | 37 * | | 40 * |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 9.1 | 9.6 | 10.4 | 11.2 | 13.8 | 15.2 | 17.4 | 18.5 | 17.8 | 18.3 | 19.2 | 18.8 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 11,980 14.7 | | | | | | | | 8,230 10.1 | | | |
| | CBS TV | | | | | | WALT DISNEY KIDNAPPED(R) (OP) | | | | | | | | CBS REPORTS | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 6,930 8.5 | | | | | | | | 4,970 6.1 | | | |
| | SHARE OF AUDIENCE % | { | | | | | 18 8.0 | 19 * | | 18 * | | 18 * | | 18 * | 13 7.2 | 13 * | | 12 * |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 8.0 | 8.1 | 8.2 | 8.2 | 8.7 | 8.7 | 9.0 | 9.2 | 7.2 | 5.9 | 5.6 | 5.9 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | 8,880 10.9 | | 8,720 10.7 | | 8,230 10.1 | | | | 9,940 12.2 | | | |
| | NBC TV | | | | | | HERE'S BOOMER (R) | | HARPER VALLEY (R)(OP) | | NASHVILLE PALACE (R)(OP) | | | | NBC MAGAZINE (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 7,090 8.7 | | 7,580 9.3 | | 6,110 7.5 | | | | 6,360 7.8 | | | |
| | SHARE OF AUDIENCE % | { | | | | | 20 8.3 | | 21 9.0 | | 15 8.1 | 17 * | | 14 * | 16 8.4 | 17 * | | 16 * |
| | AVG. AUD. BY ¼ HR. % | { | | | | | 8.3 | 9.1 | 9.0 | 9.5 | 8.1 | 7.7 | 7.3 | 7.1 | 8.1 | 8.1 | 7.6 | 7.2 |
| TV HOUSEHOLDS USING TV | | | WK. 1 | 36.9 | 38.5 | 38.6 | 40.0 | 39.6 | 40.5 | 41.4 | 42.7 | 43.8 | 45.8 | 46.3 | 46.5 | 45.0 | 45.7 | 45.1 |
| (See Def. 1) | | | WK. 2 | 39.0 | 40.6 | 41.7 | 42.8 | 42.5 | 44.1 | 44.1 | 44.9 | 46.5 | 48.1 | 49.5 | 50.5 | 49.4 | 48.5 | 47.5 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | | |

For explanation of symbols, See page A.

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|-----------------------|--|-------|-----------------------------------|-------|--|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 3,910 4.8 | | | | | | | | | | | | | | |
| | ABC TV | | ABC WEEKEND REPORT- SAT. | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,830 4.7 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE | % | 11 | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | 4.7 | | | | | | | | | | | | | | |
| E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| 1 | TOTAL AUDIENCE (Households (000) & %) | { | | | 9,290 11.4 | | | | | | | | | | | | |
| | NBC TV | | | | SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | 4,970 6.1 | | 7.0* | | 5.5* | | | | | | | | |
| | SHARE OF AUDIENCE | % | | | 20 | | 21 * | | 19 * | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | 7.4 | | 6.7 | | 5.3 | | 5.6 | | 5.3 | | | | |

| | | | | | | | | | | | | | | | | | |
|------------------------|--|-------|-----------------------------------|------|--|------|------|------|------|------|------|------|------|------|------|------|------|
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 6,360 7.8 | | | | | | | | | | | | | | |
| | ABC TV | | ABC WEEKEND REPORT- SAT. | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,870 7.2 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE | % | 17 | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | 7.2 | | | | | | | | | | | | | | |
| E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | 9,210 11.3 | | | | | | | | | | | | |
| | NBC TV | | | | SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | 5,130 6.3 | | 7.1* | | 6.1* | | 5.4* | | | | | | |
| | SHARE OF AUDIENCE | % | | | 20 | | 20 * | | 20 * | | 20 * | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | 7.3 | | 6.9 | | 5.9 | | 5.5 | | 5.1 | | | | |
| TV HOUSEHOLDS USING TV | | WK. 1 | 43.4 | 40.1 | 35.4 | 32.7 | 30.3 | 27.9 | 25.7 | 24.5 | 22.4 | 19.9 | 17.8 | 15.8 | 13.7 | 12.3 | 11.3 |
| (See Def. 1) | | WK. 2 | 44.5 | 41.4 | 37.1 | 34.4 | 32.0 | 29.9 | 27.8 | 25.8 | 23.7 | 21.9 | 19.5 | 17.5 | 15.8 | 14.3 | 12.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------------------------|--|-------|----------------------|-------|------|-------|---|------|---------------------------------|-------|--|-------|-------------------|-------|---------------------------|-------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 7,250 8.9 | | | | 12,800 15.7 | | | | | | | | | | | |
| | ABC TV | | CODE RED (R) | | | | ABC SUNDAY NIGHT MOVIE A WHALE FOR THE KILLING(R) (OP) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,730 5.8 | 5.4* | | 6.2* | 6,110 7.5 | 6.0* | | 6.1* | | 7.4* | | 8.1* | | 8.6* | | 8.9* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 16 5.4 | 15 * | | 17 * | 19 6.1 | 17 * | | 17 * | | 19 * | | 20 * | | 22 * | | 22 * |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 15,490 19.0 | | | | 11,080 13.6 | | 10,600 13.0 | | 11,900 14.6 | | 13,280 16.3 | | 14,430 17.7 | | | |
| | CBS TV | | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (R) | | ONE DAY AT A TIME (R)(OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 11,490 14.1 | 13.6* | | 14.5* | 9,860 12.1 | | 9,450 11.6 | | 10,430 12.8 | | 11,900 14.6 | | 11,570 14.2 | | 13.9* | 14.4* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 39 13.2 | 38 * | | 40 * | 34 11.9 | | 32 11.2 | | 33 12.4 | | 36 13.3 | | 35 14.4 | | 35 * | 35 * |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 5,620 6.9 | | | | 7,820 9.6 | | | | 12,140 14.9 | | | | | | | |
| | NBC TV | | ANIMALYMPICS | | | | CHIPS (R)(OP) | | | | NBC SUNDAY NIGHT MOVIE TERROR AT ALCATRAZ (OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,260 4.0 | 4.2* | | 3.9* | 5,540 6.8 | 5.9* | | 7.7* | 7,010 8.6 | 7.8* | | 8.6* | | 8.8* | | 9.4* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 11 4.4 | 12 * | | 11 * | 19 5.5 | 17 * | | 21 * | 22 7.8 | 20 * | | 21 * | | 22 * | | 23 * |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 7,820 9.6 | | | | 17,200 21.1 | | | | | | | | | | | |
| | ABC TV | | CODE RED | | | | ABC SUNDAY NIGHT MOVIE FUNNY LADY(R) (8:00-10:50PM)(OP) (SUSTAINING 10:50-10:54PM) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,130 6.3 | 5.9* | | 6.7* | 8,150 10.0 | 9.7* | | 9.4* | | 9.8* | | 10.4* | | 10.4* | | 10.8* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 14 5.7 | 14 * | | 15 * | 19 9.4 | 20 * | | 19 * | | 18 * | | 18 * | | 18 * | | 19 * |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 20,130 24.7 | | | | 13,370 16.4 | | 14,340 17.6 | | 17,600 21.6 | | 16,220 19.9 | | 17,030 20.9 | | | |
| | CBS TV | | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (R) | | ONE DAY AT A TIME (R)(OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 15,000 18.4 | 17.8* | | 18.9* | 11,900 14.6 | | 12,710 15.6 | | 14,670 18.0 | | 14,670 18.0 | | 13,530 16.6 | | 16.1* | 17.1* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 42 17.1 | 41 * | | 42 * | 30 14.4 | | 31 14.7 | | 33 17.1 | | 32 18.8 | | 29 15.8 | | 28 * | 30 * |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 7,500 9.2 | | | | 13,200 16.2 | | | | 19,230 23.6 | | | | | | | |
| | NBC TV | | FATHER MURPHY (R) | | | | CHIPS (R)(OP) | | | | NBC SUNDAY NIGHT MOVIE ROLLERCOASTER(R) (SUS-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,560 5.6 | 5.0* | | 6.2* | 8,970 11.0 | 9.6* | | 12.3* | 12,060 14.8 | 12.5* | | 13.5* | | 16.7* | | 16.5* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 13 5.0 | 12 * | | 14 * | 22 9.1 | 20 * | | 25 * | 26 12.6 | 23 * | | 24 * | | 29 * | | 29 * |
| TV HOUSEHOLDS USING TV | | WK. 1 | 35.2 | 35.7 | 36.1 | 36.0 | 35.2 | 35.9 | 36.1 | 37.1 | 37.8 | 38.9 | 39.9 | 40.3 | 39.6 | 40.1 | 40.6 | 40.7 |
| (See Def. 1) | | WK. 2 | 42.2 | 44.0 | 44.5 | 46.5 | 47.1 | 48.7 | 49.3 | 51.1 | 54.2 | 55.8 | 56.0 | 57.4 | 57.7 | 57.1 | 56.8 | 55.9 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|--------------------------------|--|-------|-----------------------------------|--|-------|-----------|-------|-------|-----------|------|------|------|------|------|------|------|------------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 3,020 3.7 | | | | | | | | | | | | | | |
| | ABC TV | | ABC WEEKEND REPORT- SUN. | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 2,770 3.4 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | 9 3.4 | | | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | { | 5,220 6.4 | | | | | | | | | | | | | | |
| | CBS TV | | CBS SUNDAY NEWS- OSGOOD | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,130 6.3 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | 17 6.3 | | | | | | | | | | | | | | |
| 1 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,040 2.5 | | | | | | | | | | | | | |
| | NBC TV | | | NBC LATE NIGHT MOVIE THE MOONBEAM RIDER(R) (11:30-12:41AM) (SUSTAINING 12:41-1:30AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 1,220 1.5 | | 1.5* | | | 1.6* | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 5 1.4 | | 5* 1.5 | | | 6* 1.6 | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 4,240 5.2 | | | | | | | | | | | | | | |
| | ABC TV | | ABC WEEKEND REPORT- SUN. | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,910 4.8 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | 10 4.8 | | | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | { | 6,280 7.7 | | | | | | | | | | | | | | |
| | CBS TV | | CBS SUNDAY NEWS- OSGOOD | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,950 7.3 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | 15 7.3 | | | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 1,710 2.1 | | | | | | | | | | | | | |
| | NBC TV | | | NBC LATE NIGHT MOVIE ANOTHER MAN, ANOTHER CHANCE(R) (11:30-12:44AM) (SUSTAINING 12:44-1:30AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 820 1.0 | | 1.2* | | | 1.0* | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 3 1.3 | | 3* 1.1 | | | 4* 1.1 | | | | | | | | |
| TV HOUSEHOLDS USING TV | | WK. 1 | 38.4 | 35.3 | 31.5 | 30.4 | 27.4 | 25.2 | 21.6 | 19.8 | 17.6 | 15.5 | 13.8 | 11.9 | 9.7 | 8.7 | 8.1 |
| (See Def. 1) | | WK. 2 | 49.6 | 44.2 | 37.0 | 33.5 | 29.5 | 26.6 | 23.3 | 20.4 | 17.9 | 15.0 | 12.3 | 10.2 | 8.4 | 7.5 | 6.6 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | 7.8 6.0 |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 28-JULY 2, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|--------------------------------|--|------|------|--|------|------|------|--|------|------|------|------|------|--------------------------|-------|------------------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | 4,730 5.8 | | | | 4,730 5.8 | | | | | | | | | |
| | ABC TV | | | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,670 4.5 | | | | 3,910 4.8 | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 29 4.6 | | 4.5 | | 24 4.7 | | 4.8 | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 2,690 3.3 | | | | 2,850 3.5 | | | | | | 4,730 5.8 | | 6,520 8.0 | |
| | CBS TV | | | MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING) | | | | MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING) | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,120 2.6 | | | | 2,360 2.9 | | | | | | 3,830 4.7 | | 5,620 6.9 | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 17 2.5 | | 2.8 | | 15 2.8 | | 3.0 | | | | 21 4.3 | | 29 6.6 | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | 3,830 4.7 | | | | 3,910 4.8 | | | | | | 4,480 5.5 | | 4,480 5.5 | |
| | NBC TV | | | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,100 3.8 | | | | 3,260 4.0 | | | | | | 3,830 4.7 | | 3,750 4.6 | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 25 3.7 | | 3.8 | | 20 3.9 | | 4.1 | | | | 21 4.4 | | 19 4.5 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 4,560 5.6 | | | | 4,560 5.6 | | | | | | | | | |
| | ABC TV | | | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,590 4.4 | | | | 3,670 4.5 | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 31 4.4 | | 4.4 | | 24 4.5 | | 4.4 | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 2,770 3.4 | | | | 3,180 3.9 | | | | | | 4,400 5.4 | | 6,110 7.5 | |
| | CBS TV | | | MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING) | | | | MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING) | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,280 2.8 | | | | 2,530 3.1 | | | | | | 3,670 4.5 | | 5,300 6.5 | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 20 2.7 | | 2.9 | | 17 3.1 | | 3.1 | | | | 21 4.2 | | 29 6.3 | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 3,340 4.1 | | | | 3,590 4.4 | | | | | | 4,480 5.5 | | 4,160 5.1 | |
| | NBC TV | | | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,610 3.2 | | | | 2,930 3.6 | | | | | | 3,670 4.5 | | 3,590 4.4 | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | 22 3.1 | | 3.2 | | 20 3.5 | | 3.6 | | | | 21 4.1 | | 19 4.4 | |
| TV HOUSEHOLDS USING TV WK. 1 | | 8.8 | 10.2 | 11.8 | 13.3 | 15.1 | 16.9 | 17.9 | 18.7 | 19.8 | 21.0 | 21.8 | 21.8 | 21.9 | 22.9 | 23.4 | 23.8 |
| (See Def. 1) WK. 2 | | 8.6 | 10.0 | 11.4 | 12.7 | 14.4 | 15.9 | 17.0 | 17.9 | 18.6 | 19.3 | 20.0 | 20.6 | 21.0 | 22.3 | 22.5 | 23.5 |
| U.S. TV Households: 81,300,000 | | | | | | | | | | | | | | | | | |

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 5-9, 1982

| | | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | |
|-------------------------------------|--------|---|-------|---------------|-------|---------------|-------|--------------|-------|---------------|------|----------------|--------------|--------------|---------------|------|--------------|--------------|------|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | { | 9,050 11.1 | | | | 7,580 9.3 | | 6,930 8.5 | | 10,510 12.9 | | | 9,540 11.7 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 6,760 8.3 | | | | 6,360 7.8 | | 5,710 7.0 | | 7,910 9.7 | | | 7,090 8.7 | | | | |
| | | SHARE OF AUDIENCE % | | 34 | 7.6* | | | 35* | | 29 | | 33 | 9.1* | | 35* | 33 | 8.5* | | 8.9* |
| | | AVG. AUD. BY ¼ HR. % | | 7.1 | 8.2 | 8.8 | 9.0 | 7.4 | 8.2 | 7.0 | 7.0 | 8.7 | 9.4 | 10.2 | 10.3 | 8.4 | 8.5 | 8.7 | 9.1 |
| WEEK 1 | CBS TV | TOTAL AUDIENCE (Households (000) & %) | { | 7,090 8.7 | | 8,150 10.0 | | | | 9,130 11.2 | | | | 7,340 9.0 | | | | 4,890 6.0 | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 6,030 7.4 | | 7,090 8.7 | | | | 6,760 8.3 | 8.2* | | 5,380 6.6 | | | | 4,240 5.2 | | |
| | | SHARE OF AUDIENCE % | | 31 | | 34 | | | | 31 | 32* | | 23 | | | 24* | 20 | | |
| | | AVG. AUD. BY ¼ HR. % | | 7.1 | 7.7 | 8.4 | 9.0 | | | 8.0 | 8.4 | 8.3 | 6.7 | 6.4 | 6.7 | 6.6 | 5.1 | 5.3 | |
| WEEK 1 | NBC TV | TOTAL AUDIENCE (Households (000) & %) | { | 3,420 4.2 | | | | 1,870 2.3 | | 2,690 3.3 | | 6,520 8.0 | | | 5,130 6.3 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 2,200 2.7 | | | | 1,630 2.0 | | 2,200 2.7 | | 4,890 6.0 | 5.7* | | 3,500 4.3 | | | 4.2* | |
| | | SHARE OF AUDIENCE % | | 11 | 2.7* | | | 7 | | 10 | | 20 | 19* | | 16 | 4.5* | | 16* | |
| | | AVG. AUD. BY ¼ HR. % | | 2.8 | 2.6 | 2.7 | 2.9 | 2.0 | 2.0 | 2.5 | 2.8 | 5.5 | 6.0 | 6.4 | 6.4 | 4.7 | 4.3 | 4.2 | 4.2 |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | { | 8,480 10.4 | | | | 6,930 8.5 | | 6,030 7.4 | | 9,450 11.6 | | | 8,390 10.3 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 6,110 7.5 | | | | 5,790 7.1 | | 5,130 6.3 | | 7,170 8.8 | | | 6,440 7.9 | | | | |
| | | SHARE OF AUDIENCE % | | 30 | 6.9* | | | 32* | | 24 | | 31 | 8.5* | | 30 | 7.7* | | 8.0* | |
| | | AVG. AUD. BY ¼ HR. % | | 6.4 | 7.4 | 8.0 | 8.3 | 6.9 | 7.4 | 6.2 | 6.2 | 8.2 | 8.7 | 9.1 | 32* | 30 | 29* | 7.9 | 31* |
| WEEK 2 | CBS TV | TOTAL AUDIENCE (Households (000) & %) | { | 7,010 8.6 | | 7,740 9.5 | | | | 8,390 10.3 | | | | 7,090 8.7 | | | | 4,560 5.6 | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 5,870 7.2 | | 6,760 8.3 | | | | 6,190 7.6 | 7.4* | | 5,380 6.6 | | | | 3,990 4.9 | | |
| | | SHARE OF AUDIENCE % | | 30 | | 33 | | | | 29 | 29* | | 24 | | | 25* | 19 | | |
| | | AVG. AUD. BY ¼ HR. % | | 6.9 | 7.5 | 8.1 | 8.4 | | | 7.4 | 7.4 | 7.7 | 7.8 | 6.5 | 6.4 | 6.8 | 6.6 | 4.9 | 4.9 |
| WEEK 2 | NBC TV | TOTAL AUDIENCE (Households (000) & %) | { | 3,340 4.1 | | | | 1,790 2.2 | | 2,930 3.6 | | 6,190 7.6 | | | 4,480 5.5 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | { | 2,120 2.6 | | | | 1,550 1.9 | | 2,360 2.9 | | 4,810 5.9 | 5.6* | | 3,260 4.0 | | | 4.0* | |
| | | SHARE OF AUDIENCE % | | 11 | 2.6* | | | 7 | | 11 | | 20 | 20* | | 15 | 4.1* | | 16* | |
| | | AVG. AUD. BY ¼ HR. % | | 2.7 | 2.5 | 2.6 | 2.8 | 2.0 | 1.9 | 2.8 | 3.0 | 5.4 | 5.8 | 6.2 | 6.1 | 4.1 | 4.0 | 4.1 | 3.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 23.7 | 24.5 | 25.3 | 26.5 | 26.9 | 28.0 | 26.8 | 27.7 | 28.6 | 29.1 | 28.7 | 28.4 | 27.0 | 26.6 | 25.7 | 26.4 | |
| | | WK. 2 | 23.5 | 24.7 | 25.0 | 26.0 | 26.5 | 27.1 | 26.3 | 26.8 | 28.0 | 28.6 | 28.6 | 28.6 | 27.0 | 27.4 | 26.2 | 25.9 | |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|--------------------------------|--|------------------|------------------------------|-------------|---------------|-------------|--------------|------|---------------|------|------|------|------|------|------|------|-----------------------------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { 10,920 13.4 | GENERAL HOSPITAL (SUS-OP) | | | | 4,400 5.4 | | EDGE OF NIGHT | | | | | | | | 9,370 11.5 |
| | ABC TV | | | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT |
| | AVERAGE AUDIENCE (Households (000) & %) | { 8,720 10.7 | | | | | 3,750 4.6 | | | | | | | | | | 7,990 9.8 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 37 10.2 | 10.5* 10.8 | 37* 11.1 | 11.0* 10.8 | 37* 10.8 | 16 4.8 | 4.4 | | | | | | | | | 22 9.6 10.0 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { 6,930 8.5 | GUIDING LIGHT (OP) | | | | 3,500 4.3 | | TATTLETALES | | | | | | | | 11,250 13.8 |
| | CBS TV | | | | | | | | | | | | | | | | CBS EVENING NEWS- RATHER |
| | AVERAGE AUDIENCE (Households (000) & %) | { 5,620 6.9 | | | | | 2,850 3.5 | | | | | | | | | | 9,620 11.8 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 24 6.6 | 6.7* 6.9 | 24* 7.1 | 7.1* 7.1 | 24* 7.1 | 12 3.4 | 3.6 | | | | | | | | | 27 11.8 11.9 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { 4,560 5.6 | CHIPS M-F (M-TH)(S)(OP) | | | | | | | | | | | | | | 8,070 9.9 |
| | NBC TV | | | | | | | | | | | | | | | | NBC NIGHTLY NEWS |
| | AVERAGE AUDIENCE (Households (000) & %) | { 3,180 3.9 | | | | | 4.2* 14* | | | | | | | | | | 7,090 8.7 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 13 3.5 | 3.6* 3.7 | 13* 4.1 | 4.2* 4.3 | 14* 4.3 | | | | | | | | | | | 20 8.6 9.0 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { 9,370 11.5 | GENERAL HOSPITAL (SUS-OP) | | | | 3,910 4.8 | | EDGE OF NIGHT | | | | | | | | 8,970 11.0 |
| | ABC TV | | | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT |
| | AVERAGE AUDIENCE (Households (000) & %) | { 7,740 9.5 | | | | | 3,260 4.0 | | | | | | | | | | 7,660 9.4 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 34 9.2 | 9.3* 9.4 | 34* 9.8 | 9.7* 9.6 | 34* 9.6 | 15 4.1 | 3.8 | | | | | | | | | 21 9.4 9.4 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { 6,520 8.0 | GUIDING LIGHT (OP) | | | | 2,690 3.3 | | TATTLETALES | | | | | | | | 10,110 12.4 |
| | CBS TV | | | | | | | | | | | | | | | | CBS EVENING NEWS- RATHER |
| | AVERAGE AUDIENCE (Households (000) & %) | { 5,220 6.4 | | | | | 2,280 2.8 | | | | | | | | | | 8,880 10.9 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 23 6.1 | 6.3* 6.5 | 23* 6.5 | 6.6* 6.5 | 23* 6.5 | 10 2.7 | 2.8 | | | | | | | | | 24 10.8 11.1 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { 4,730 5.8 | CHIPS M-F | | | | | | | | | | | | | | 8,970 11.0 |
| | NBC TV | | | | | | | | | | | | | | | | NBC NIGHTLY NEWS |
| | AVERAGE AUDIENCE (Households (000) & %) | { 3,420 4.2 | | | | | 4.6* 16* | | | | | | | | | | 7,820 9.6 |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 15 3.5 | 3.8* 4.0 | 14* 4.5 | 4.6* 4.7 | 16* 4.7 | | | | | | | | | | | 22 9.4 9.8 |
| TV HOUSEHOLDS USING TV | | WK. 1 | 27.1 | 28.5 | 29.3 | 30.0 | 28.4 | 29.6 | 30.2 | 31.7 | 33.1 | 34.6 | 35.7 | 37.5 | 40.3 | 42.3 | 43.6 |
| (See Def. 1) | | WK. 2 | 26.4 | 27.5 | 28.1 | 28.9 | 27.5 | 28.5 | 29.2 | 30.6 | 31.7 | 33.4 | 34.8 | 37.3 | 40.5 | 42.8 | 43.9 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | 44.5 |

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|--|--|------|------|------|------|-------------------------------------|------|--|------|--|------|-------------------------------------|------|-------------------------------------|-------|--------------------------------------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 1,790 2.2 | | 3,100 3.8 | | 6,030 7.4 | | 6,440 7.9 | | 6,760 8.3 | | 7,340 9.0 | |
| | ABC TV | | | | | SUPERFRIENDS (OP) | | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,550 1.9 | | 2,930 3.6 | | 4,730 5.8 | | 5,130 6.3 | | 5,620 6.9 | | 6,280 7.7 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 23 1.7 | 2.1 | 25 3.4 | 3.7 | 32 5.4 | 6.2 | 33 5.9 | 6.7 | 32 6.3 | 7.5 | 32 8.1 | 7.4 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 1,870 2.3 | | 2,200 2.7 | | 3,340 4.1 | | 4,480 5.5 | | 6,520 8.0 | | 6,110 7.5 | |
| | CBS TV | | | | | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L. RANGER/ ZORRO HR1 (OP) | | TARZAN/L. RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,550 1.9 | | 1,790 2.2 | | 2,610 3.2 | | 3,340 4.1 | | 5,130 6.3 | | 5,300 6.5 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 19 1.8 | 2.1 | 16 1.9 | 2.5 | 19 3.1 | 3.3 | 21 3.6 | 4.6 | 26 6.0 | 6.7 | 25 6.6 | 6.5 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,280 2.8 | | 3,910 4.8 | | 13,940 17.1 | | | | | | | |
| | NBC TV | | | | | SMURFS I | | SMURFS II (OP) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,790 2.2 | | 3,180 3.9 | | 4,080 5.0 | 3.2* | | 3.5* | | 4.2* | | 4.8* |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 29 2.1 | 2.2 | 35 3.3 | 4.4 | 21 3.3 | 21* | 20* | 3.6 | | 19* | 4.4 | 20* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 1,470 1.8 | | 2,610 3.2 | | 2,200 2.7 | | 3,500 4.3 | | 3,500 4.3 | | 4,480 5.5 | |
| | ABC TV | | | | | SUPERFRIENDS (OP) | | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,140 1.4 | | 2,040 2.5 | | 1,790 2.2 | | 2,770 3.4 | | 2,530 3.1 | | 3,500 4.3 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 15 1.1 | 1.6 | 17 2.2 | 2.7 | 13 2.1 | 2.3 | 18 3.6 | 3.1 | 16 2.8 | 3.5 | 22 4.1 | 4.4 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,200 2.7 | | 2,610 3.2 | | 3,500 4.3 | | 4,810 5.9 | | 6,760 8.3 | | 6,030 7.4 | |
| | CBS TV | | | | | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L. RANGER/ ZORRO HR1 (OP) | | TARZAN/L. RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,630 2.0 | | 2,040 2.5 | | 2,770 3.4 | | 3,990 4.9 | | 5,540 6.8 | | 5,130 6.3 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 18 1.9 | 2.1 | 18 2.4 | 2.6 | 20 3.5 | 3.3 | 26 4.4 | 5.3 | 33 6.7 | 6.9 | 30 6.3 | 6.2 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,850 3.5 | | 4,650 5.7 | | 6,680 8.2 | | 5,300 6.5 | | 5,220 6.4 | | 4,730 5.8 | |
| | NBC TV | | | | | FLINTSTONE'S COMEDY SHW2 (OP) | | SMURFS I | | SMURFS II (OP) | | KID SUPER POWER I | | KID SUPER POWER II (OP) | | SPIDER-MAN & FRIENDS | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,280 2.8 | | 3,910 4.8 | | 5,540 6.8 | | 4,730 5.8 | | 4,480 5.5 | | 4,240 5.2 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 30 2.2 | 3.3 | 38 4.3 | 5.3 | 42 6.3 | 7.2 | 31 5.7 | 5.8 | 27 5.7 | 5.4 | 25 5.1 | 5.3 |
| TV HOUSEHOLDS USING TV WK. 1 (See Def. 1) | | 4.9 | 5.8 | 7.3 | 8.3 | 9.6 | 10.6 | 12.3 | 15.0 | 16.6 | 17.8 | 18.3 | 20.5 | 22.8 | 24.9 | 25.2 | 25.8 |
| U.S. TV Households: 81,500,000 | | 5.9 | 6.3 | 7.2 | 7.9 | 10.2 | 11.6 | 12.9 | 15.1 | 16.9 | 17.8 | 18.6 | 19.0 | 20.0 | 20.9 | 20.5 | 21.4 |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 3, 1982

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | | | | | |
|------------------------------|--|---|-------------------------------------|------|---------------------------|------|------------------------------|------|--------------------------------------|--------------|------------------------------|--------------|--------------|----------------|--------------|------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 6,520 8.0 | | 6,600 8.1 | | 7,500 9.2 | | 7,580 9.3 | | | | | | | |
| | ABC TV | | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE | | ABC WEEKEND SPECIALS | | AMERICAN BANDSTAND '82 | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,460 6.7 | | 5,950 7.3 | | 6,280 7.7 | | 4,730 5.8 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 26 6.4 | 7.0 | 28 7.1 | 7.4 | 29 7.6 | 7.9 | 21 5.7 | 5.6* 21 * | | 6.0* 22 * | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 6,930 8.5 | | 5,050 6.2 | | 3,910 4.8 | | 5,220 6.4 | | 3,910 4.8 | | 3,260 4.0 | | | |
| | CBS TV | | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,870 7.2 | | 4,320 5.3 | | 3,420 4.2 | | 4,480 5.5 | | 3,100 3.8 | | 2,690 3.3 | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 27 7.0 | 7.4 | 20 5.6 | 5.1 | 16 4.0 | 4.4 | 20 5.4 | 5.6 | 14 4.2 | 12 3.4 | 12 3.3 | 3.3 | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | 4,970 6.1 | | | |
| | NBC TV | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | 3,180 3.9 | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | 23 * | 14 * | 14 * | 14 * |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 4,730 5.8 | | 5,130 6.3 | | 5,620 6.9 | | 6,760 8.3 | | | | | | | |
| | ABC TV | | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE | | ABC WEEKEND SPECIALS | | AMERICAN BANDSTAND '82 | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,080 5.0 | | 4,160 5.1 | | 4,650 5.7 | | 4,160 5.1 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 23 4.6 | 5.4 | 23 5.0 | 5.2 | 24 5.7 | 5.6 | 22 4.8 | 4.8* 21 * | | 5.4* 23 * | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 7,500 9.2 | | 5,950 7.3 | | 3,420 4.2 | | 4,650 5.7 | | 4,480 5.5 | | 3,670 4.5 | | | |
| | CBS TV | | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 6,110 7.5 | | 4,890 6.0 | | 2,770 3.4 | | 3,830 4.7 | | 3,420 4.2 | | 2,850 3.5 | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 33 7.1 | 7.8 | 26 6.2 | 5.8 | 15 3.2 | 3.5 | 20 4.7 | 4.7 | 18 4.4 | 14 4.0 | 14 3.5 | 3.5 | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 3,500 4.3 | | 3,500 4.3 | | 3,500 4.3 | | 2,690 3.3 | | | | 4,480 5.5 | 11,000 13.5 | | |
| | NBC TV | | SPACE STARS I | | SPACE STARS II (OP) | | DAFFY/SPEEDY SHOW (OP) | | BULLWINKLE | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,100 3.8 | | 3,020 3.7 | | 2,850 3.5 | | 2,120 2.6 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | % | 17 3.9 | 3.8 | 17 3.7 | 3.7 | 15 3.4 | 3.6 | 11 2.6 | 2.6 | | | 5.0 19 | 6.0 21 | 5.0* 19 * | |
| TV HOUSEHOLDS USING TV WK. 1 | | | 26.0 | 26.8 | 26.4 | 26.2 | 26.1 | 27.7 | 27.9 | 27.7 | 27.7 | 27.4 | 27.4 | 27.1 | 27.2 | 27.7 |
| (See Def. 1) WK. 2 | | | 22.5 | 23.5 | 22.8 | 23.1 | 22.8 | 23.7 | 23.3 | 23.2 | 23.4 | 24.2 | 24.2 | 24.2 | 25.3 | 26.8 |

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

DAY SAT. JULY 10, 1982

| | | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | | |
|-------------------------------------|---|------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------------------------|---------------------------|--------------|------------------|-------------------------------|--------------|--|--|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | 9,540 11.7 | ABC WIDE WORLD-SPORTS SAT | | | | | | |
| | ABC TV | | | | | | | | | | | | 4,970 6.1 19 6.5 | 6.2* 20 * | 6.3* 20 * | 5.7* 17 * | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | 6,030 7.4 | WESTERN OPEN GOLF-SAT | | | | | 7,090 8.7 CBS SAT. NEWS-SCHIEFFER | |
| | CBS TV | | | | | | | | | | | | 3,100 3.8 12 4.3 | 4.1* 13 * | 3.7* 12 * | 3.7* 12 * | 6,030 7.4 20 7.3 7.4 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | 14,830 18.2 | | | | | | | | | | | | | | | | 4,080 5.0 NBC NIGHTLY NEWS-SAT. (6:36-7:00PM) (OP) | |
| | NBC TV | | NBC MAJOR LEAGUE BASEBALL SEATTLE VS CHICAGO WHITE SOX TEXAS VS OAKLAND (3:00-6:36PM) (-OP) | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,360 7.8 25 7.7 | 7.8* 28 * | 7.8* 27 * | 7.8* 27 * | 7.5* 25 * | 7.8* 25 * | 7.8* 25 * | 7.8* 25 * | 7.9* 25 * | 7.9* 25 * | 7.9* 25 * | 7.8* 23 * | 7.8* 23 * | 4.3 12 4.3 | 3,500 4.3 12 4.2 | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | 10,110 12.4 | ABC WIDE WORLD-SPORTS SAT | | | | | | |
| | ABC TV | | | | | | | | | | | | 4,970 6.1 18 5.6 | 5.4* 17 * | 5.7* 17 * | 7.1* 19 * | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | 9,540 11.7 | CBS SPORTS SATURDAY | | | | | 8,720 10.7 CBS SAT. NEWS-SCHIEFFER | |
| | CBS TV | | | | | | | | | | | | 4,400 5.4 17 4.3 | 4.5* 15 * | 5.8* 19 * | 5.8* 18 * | 7,580 9.3 25 9.0 9.5 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | 6,600 8.1 NBC NIGHTLY NEWS-SAT. | | | | | | | |
| | NBC TV | | NBC MAJOR LEAGUE BASEBALL MINNESOTA VS BOSTON (2:10-5:00PM) | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5.5 5.8 6.1 6.2 | 5.6* 20 * | 6.2* 22 * | 6.9* 24 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | 6.9* 23 * | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | | | | | | | | | | | | | | | | | | | | |
| WK. 1 | | | | | | | | | | | | | | | | | | | | |
| WK. 2 | | | | | | | | | | | | | | | | | | | | |
| U.S. TV Households: \$1,500,000 | | | | | | | | | | | | | | | | | | | | |

U.S. TV Households: 81,500,000

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | | | | | |
|--------------------------------|--|-------|------|------|------|------|------|------|------|----------------|--|------|--------------|-------|-------|------------------------|---|--|--|--|--|--|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 1,140 1.4 | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO I (10:30-11:02AM) (OP) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 980 | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | 1.2 5 1.2 1.2 | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 6,110 7.5 | SUNDAY MORNING | | | | | FOR OUR TIMES (SUS) | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,100 3.8 | | | | | | 4.4* | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | | | | | | | | | 19 3.2 | 3.3* 20 * | | 3.7* 19 * | | | 19 * | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 18,580 22.8 | WIMBLEDON TENNIS CHMP SUN (9:00-3:00PM) | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 6,110 7.5 | | | | | | 5.9* | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | | | | | | | | | 29 2.6 | 3.0* 18 * | | 4.9* 25 * | | | 25 * | 6.9* 29 * | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 6,280 7.7 | SUNDAY MORNING | | | | | FOR OUR TIMES (SUS) | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,500 4.3 | | | | | | 4.8* | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | | | | | | | | | 25 3.1 | 3.5* 24 * | | 4.6* 26 * | | | 25 * | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | WIMBLEDON TENNIS CHMP SUN (9:00-3:00PM) | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | | | | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV | | WK. 1 | 5.1 | 6.0 | 6.8 | 7.2 | 8.9 | 11.1 | 13.2 | 14.9 | 17.7 | 19.5 | 19.9 | 20.6 | 22.5 | 23.7 | 23.5 | | | | | |
| (See Def. 1) | | WK. 2 | 4.6 | 4.8 | 5.2 | 5.9 | 7.1 | 8.7 | 10.0 | 11.5 | 14.4 | 16.3 | 17.7 | 19.4 | 20.2 | 21.4 | 21.2 | | | | | |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | 21.9 | | | | | |

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|--|--|-------|--------------|-------|--------------|-------|--------------|-------|--------------|------|------|------|------|------|--------------|------|------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 1,550 1.9 | | 5,710 7.0 | | 5,220 6.4 | | 3,670 4.5 | | | | | | 4,240 5.2 | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 1,220 1.5 | | 2,770 3.4 | | 4,810 5.9 | | 3,500 4.3 | | | | | | 3,340 4.1 | | |
| | SHARE OF AUDIENCE (%) | % | 6 | | 12 | | 19 | | 15 | | | | | | 15 | | |
| | AVG. AUD. BY ¼ HR. | % | 1.3 | 1.6 | 3.4 | 3.6 | 5.9 | 3.9 | 2.8 | 4.3 | | | | 4.2 | 4.1 | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | 3,180 3.9 | | 4,650 5.7 | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | 2,360 2.9 | | 4,320 5.3 | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | 10 | | 17 | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | 2.9 | 3.0 | 5.3 | | | | | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 1,790 2.2 | | 4,160 5.1 | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 1,220 1.5 | | 2,200 2.7 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | 7 | | 11 | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | 1.5 | 1.5 | 2.6 | 2.3 | 2.9 | 3.1 | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | 3,340 4.1 | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | 2,610 3.2 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | 14 | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | 3.1 | 3.3 | | | | | | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE (%) | % | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV | | WK. 1 | 24.9 | 25.7 | 27.1 | 28.9 | 30.9 | 29.5 | 29.0 | 28.9 | 29.2 | 29.9 | 28.5 | 27.6 | 27.4 | 26.2 | 26.2 |
| (See Def. 1) | | WK. 2 | 22.2 | 23.1 | 23.9 | 24.7 | 24.6 | 24.4 | 24.3 | 24.9 | 25.5 | 26.8 | 28.3 | 28.5 | 28.6 | 29.1 | 30.3 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | |
| (1) REACH INTO SPACE-LANDING4,ABC,(12:00-12:15PM)(S) | | | | | | | | | | | | | | | | | |
| A-35(2) ABC SPECIAL REPORT-12:45PM,ABC,(12:45-1:00AM)(S) | | | | | | | | | | | | | | | | | |

U.S. TV Households: 81,500,000
 (1) REACH INTO SPACE-LANDING4,ABC,(12:00-12:15PM)(S)
 A-35(2) ABC SPECIAL REPORT-12:45PM,ABC,(12:45-1:00AM)(S)

For explanation of symbols, See page A.

DAY SUN. JULY 11, 1982

| | | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|--------------------------------|--|-------|---|------|--------------------|------|-----------------------|------|-------------------|---------------------------|--------------|------|------|------|------|------|------------------------------|------------------------------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | 4,240 5.2 | | | | 8,800 10.8 | | | | | | | | 4,730 5.8 | |
| | ABC TV | | | | AMERICAN SPORTSMAN | | | | | ABC WIDE WORLD-SPORTS SUN | | | | | | | | ABC WRLD NEWS TONIGHT-SUN |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | 2,200 2.7 | 2.5* | | 2.8* | 4,320 5.3 | 4.9* | | 5.6* | | 5.4* | | | 4,160 5.1 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | 10 2.7 | 10 * | | 11 * | 18 4.5 | 18 * | | 19 * | | 18 * | | | 15 5.0 | 5.3 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 8,150 10.0 | | | | | | | | | | 6,440 7.9 | |
| | CBS TV | | | | | | WESTERN OPEN GOLF-SUN | | | | | | | | | | CBS EVENING NEWS- DEAN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 3,990 4.9 | 4.3* | | 4.6* | | 5.2* | | 5.4* | | | 5,220 6.4 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | 18 4.4 | 16 * | | 17 * | | 19 * | | 19 * | | | 19 6.4 | 6.5 |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | 11,170 13.7 | | | | | | | | | | | | | | 5,540 6.8 | |
| | NBC TV | | SPORTSWORLD | | | | | | | | | | | | | | NBC NIGHTLY NEWS- SUN. | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5,130 6.3 | 5.7* | | 7.2* | | 7.3* | | 5.1* | | | | | | | 4,730 5.8 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | 24 5.5 | 22 * | | 28 * | | 28 * | | 19 * | | | | | | | 17 5.7 | 5.9 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | 1,710 2.1 | | 5,300 6.5 | | | | | | 5,380 6.6 | |
| | ABC TV | | ABC WWOS SPECIAL ED.-SUN (1:30-4:00PM) | | | | | | SPORTSBEAT | AMERICAN SPORTSMAN | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | 1,300 1.6 | | 2,770 3.4 | 2.7* | | 4.1* | | | 4,160 5.1 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 7.2* | | 7.3* | | | 5 1.8 | | 10 2.2 | 8 * | | 12 * | | | 13 4.9 | 5.2 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | 10,600 13.0 | | | | | | | | 7,500 9.2 | |
| | CBS TV | | | | | | | | CBS SPORTS SUNDAY | | | | | | | | CBS EVENING NEWS- DEAN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | 5,050 6.2 | 4.8* | | 6.5* | | 7.4* | | | 6,030 7.4 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | 19 4.5 | 15 * | | 20 * | | 22 * | | | 19 6.6 | 8.2 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | 9,540 11.7 | | | | | | | | | | 7,170 8.8 | |
| | NBC TV | | | | | | SPORTSWORLD | | | | | | | | | | NBC NIGHTLY NEWS- SUN. | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 5,620 6.9 | 6.2* | | 8.1* | | 6.2* | | | | | 5,950 7.3 | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | 22 6.0 | 20 * | | 26 * | | 19 * | | | | | 18 7.5 | 7.2 |
| TV HOUSEHOLDS USING TV | | WK. 1 | 25.6 | 25.5 | 25.9 | 26.6 | 26.9 | 27.1 | 27.4 | 28.9 | 29.5 | 29.5 | 30.0 | 30.9 | 32.4 | 33.3 | 34.5 | 35.1 |
| (See Def. 1) | | WK. 2 | 31.4 | 32.4 | 32.2 | 32.2 | 32.0 | 32.7 | 33.0 | 33.3 | 33.3 | 34.5 | 35.6 | 37.1 | 38.1 | 39.9 | 41.0 | 41.7 |
| U.S. TV Households: 81,500,000 | | | | | | | | | | | | | | | | | | |

For explanation of symbols, See page A.

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | TELE- CAST DAYS | WEEK 2 | | | | | TELE- CAST DAYS |
|---------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|-----------------|-----------------------|---------------------|------|---------------------|-----|-----------------|-----------------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| EVENING MONDAY | | | | | | | | | | | | | | | |
| ABC ABC MONDAY NIGHT BASEBALL | 2 | 8.30-11.35PM | -GRID | | | | | | | 17,520 | 21.5 | 7,910 | 9.7 | 19 | |
| | | | 11.00 | | | | | | | | | | | | |
| | | | 11.15 | | | | | | | | | | | 5.6 | |
| | | | 11.30 | | | | | | | | | | | 5.3* 11* | |
| | | | 11.45 | | | | | | | | | | | 5.0 | |
| NBC NBC NEWS CAPSULE-2-MON(SUS) | 2 | 9.54- 9.55PM | 9.45 | | | | | | | | | | | 5.0* 12* | 5.0 |
| EVENING TUESDAY | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-TUE(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | |
| ABC ABC MOVIE SPECIAL(S) | 1 | 8.42-10.42PM | -GRID | 23,800 | 29.2 | 13,860 | 17.0 | 31 | | | | | | | |
| | | | 10.30 | | | | | | 19.8 | | | | | | |
| ABC DYNASTY | 1 | 10.42-11.42PM | -GRID | 15,400 | 18.9 | 11,000 | 13.5 | 27 | | | | | | | |
| | | | 11.00 | | | | | | | | | | | | |
| | | | 11.15 | | | | | 13.6* 27* | | | | | | | |
| | | | 11.30 | | | | | | | | | | | | |
| CBS RACE-YOUR LIFE, C.BROWN(S) | 1 | 8.40-10.10PM | -GRID | 16,140 | 19.8 | 9,780 | 12.0 | 23 | | | | | | | |
| | | | 10.00 | | | | | | 12.1 | | | | | | |
| CBS BAKER'S DOZEN(S) | 1 | 10.10-10.40PM | -GRID | 8,390 | 10.3 | 6,930 | 8.5 | 15 | | | | | | | |

| | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------|-------|--------|------|--------|------|-----------|------|--------|------|--------|------|----|------|
| CBS CBS REPORTS(S) | 1 | 10.40-11.40PM | -GRID | 13,040 | 16.0 | 7,990 | 9.8 | 19 | 8.5 | | | | | | |
| | | | 11.00 | | | | | | | | | | | | |
| | | | 11.15 | | | | | 10.1* 20* | 10.5 | | | | | | |
| | | | 11.30 | | | | | | 9.8 | | | | | | |
| NBC REAL PEOPLE | 1 | 8.40- 9.40PM | -GRID | 14,910 | 18.3 | 10,840 | 13.3 | 26 | 14.9 | | | | | | |
| | | | 9.30 | | | | | | | | | | | | |
| NBC FACTS OF LIFE | 1 | 9.40-10.10PM | -GRID | 13,280 | 16.3 | 11,570 | 14.2 | 25 | 15.3 | | | | | | |
| | | | 10.00 | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-WED(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | |
| NBC LOVE, SIDNEY | 1 | 10.10-10.40PM | -GRID | 14,020 | 17.2 | 12,140 | 14.9 | 26 | 15.5 | | | | | | |
| | | | 10.30 | | | | | | | | | | | | |
| NBC QUINCY, M.E. | 1 | 10.40-11.40PM | -GRID | 17,770 | 21.8 | 12,310 | 15.1 | 30 | 15.2 | | | | | | |
| | | | 11.00 | | | | | | 15.5 | | | | | | |
| | | | 11.15 | | | | | 15.3* 30* | 15.5 | | | | | | |
| | | | 11.30 | | | | | | 14.5 | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-THU(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-FRI(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | | 8.58- 8.59PM | 8.45 | 9,780 | 12.0 | 9,780 | 12.0 | 28 | 12.0 | 9,210 | 11.3 | 9,210 | 11.3 | 25 | 11.3 |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 12,470 | 15.3 | 12,470 | 15.3 | 33 | 15.3 | 14,180 | 17.4 | 14,180 | 17.4 | 34 | 17.4 |
| CBS NEWSBREAK-SAT. CONT'D | 1 | 8.58- 8.59PM | 8.45 | 5,710 | 7.0 | 5,710 | 7.0 | 16 | 7.0 | | | | | | |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | | | | WEEK 2 | | | | | | | |
|---------------------------------|---------|------------------|-----------------|----------------|------|------------------|-------|----|-----------------------------|-----------------------|----------------|--------|------------------|------|----|-----------------------------|-----------------------|--|--|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR % | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR % | TELE- CAST DAYS | | |
| | | | | HOUSEHOLDS | | HOUSEHOLDS | SHARE | | | | HOUSEHOLDS | SHARE | | | | | | | |
| | | | | (000) | % | (000) | % | % | (000) | % | % | | | | | | | | |
| EVENING SATURDAY-CONT'D | | | | | | | | | | | | | | | | | | | |
| CBS NEWSBREAK-SAT.-CONT'D | 2 | 8.59- 9.01PM | 8.45 9.00 | | | | | | | | 7,340 | 9.0 | 7,090 | 8.7 | 19 | 8.5 8.9 | | | |
| NBC NBC NEWS CAPSULE-SAT | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 6,360 | 7.8 | 6,360 | 7.8 | 17 | 7.8 | | | |
| NBC NBC NEWS UPDATE-SAT. | 1 | 8.58- 8.59PM | 8.45 | 4,730 | 5.8 | 4,730 | 5.8 | 14 | 5.8 | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-SAT. | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 4,650 | 5.7 | 4,650 | 5.7 | 11 | 5.7 | | | |
| NBC NBC NEWS UPDATE-2-SAT(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | | 8.58- 8.59PM | 8.45 | 4,890 | 6.0 | 4,890 | 6.0 | 16 | 6.0 | | 7,740 | 9.5 | 7,740 | 9.5 | 19 | 9.5 | | | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 9.55- 9.57PM | 9.45 | 6,680 | 8.2 | 6,520 | 8.0 | 20 | 8.0 | | | | | | | | | | |
| | 2 | 9.59-10.00PM | 9.45 | | | | | | | | 8,390 | 10.3 | 8,390 | 10.3 | 18 | 10.3 | | | |
| ABC FEATURETTE-ABC(SUS) | 2 | 10.54-11.00PM | 10.45 | | | | | | | | | | | | | | | | |
| CBS NEWSBREAK-SUN. | | 8.58- 8.59PM | 8.45 | 8,480 | 10.4 | 8,480 | 10.4 | 28 | 10.4 | | 11,410 | 14.0 | 11,410 | 14.0 | 27 | 14.0 | | | |
| NBC NBC NEWS CAPSULE-SUN | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 9,210 | 11.3 | 9,210 | 11.3 | 22 | 11.3 | | | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.58- 8.59PM | 8.45 | 6,190 | 7.6 | 6,190 | 7.6 | 20 | 7.6 | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-SUN(SUS) | 2 | 9.50- 9.51PM | 9.45 | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-SUN. | 1 | 9.46- 9.47PM | 9.45 | 6,190 | 7.6 | 6,190 | 7.6 | 19 | 7.6 | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|-------------------------------|--|--|---|---------------|--------|-------|--------|-------|------|------|-------|-------|-------|-------|-------|------|------|------|------|
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | | > | 8.15 | 11,170 | 13.7 | 10,840 | 13.3 | 25 | 9.6 | M-F | 9,860 | 12.1 | 9,860 | 12.1 | 23 | 7.5 | M-F | |
| | | | | 9.45 | | | | | | 14.6 | TUTHF | | | | | | 13.3 | TU-F | |
| | | | | 10.30 | | | | | | 14.8 | WED. | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-MON | | | 1 | 11.30-12.00MD | 11.30 | 6,030 | 7.4 | 4,970 | 6.1 | 17 | 6.7 | MON. | | | | | | | |
| | | | | | 11.45 | | | | | | 5.4 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-T-F | | | 1 | 11.30-12.00MD | 11.30 | 7,500 | 9.2 | 5,950 | 7.3 | 20 | 8.2 | TUTHF | | | | | | | |
| | | | 2 | > | 11.30 | | | | | | | | 7,340 | 9.0 | 5,870 | 7.2 | 20 | 7.7 | TU-F |
| | | | | | 11.45 | | | | | | 6.5 | TUTHF | | | | | 6.6 | TU-F | |
| | | | | | 12.00 | | | | | | | | | | | | 9.1 | FRI. | |
| ABC ABC MOVIE OF THE WEEK | | | 1 | 12.00- 1.11AM | 12.00 | 3,020 | 3.7 | 1,870 | 2.3 | 10 | 3.1 | MON. | | | | | | | |
| | | | | | 12.15 | | | | 2.7* | 10* | 2.2 | MON. | | | | | | | |
| | | | | | 12.30 | | | | | | 2.2 | MON. | | | | | | | |
| | | | | | 12.45 | | | | | | 2.1 | MON. | | | | | | | |
| | | | | | 1.00 | | | | | | 1.8 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-WED(B) | | | 1 | 12.12-12.44AM | 12.00 | 5,790 | 7.1 | 4,240 | 5.2 | 19 | 6.2 | WED. | | | | | | | |
| | | | | | 12.15 | | | | | | 5.5 | WED. | | | | | | | |
| | | | | | 12.30 | | | | | | 4.8 | WED. | | | | | | | |
| ABC FANTASY ISLAND-12.00 | | | 1 | 12.00- 1.08AM | 12.00 | 4,560 | 5.6 | 2,610 | 3.2 | 14 | 3.5 | TUE. | | | | | | | |
| | | | 2 | 12.00- 1.09AM | 12.00 | | | | | | | | 4,240 | 5.2 | 2,770 | 3.4 | 14 | 3.0 | TUE. |
| | | | | | 12.15 | | | | | 3.4* | 12* | 3.2 | TUE. | | | 3.2* | 11* | 3.4 | TUE. |
| | | | | | 12.30 | | | | | | | 3.1 | TUE. | | | | | 3.5 | TUE. |
| | | | | | 12.45 | | | | | 3.3* | 15* | 3.4 | TUE. | | | 3.6* | 16* | 3.7 | TUE. |
| | | | | | 1.00 | | | | | | | 2.5 | TUE. | | | | | 3.3 | TUE. |
| ABC FRIDAYS | | | 1 | 12.00-12.48AM | 12.00 | 4,480 | 5.5 | 3,020 | 3.7 | 13 | 4.2 | FRI. | | | | | | | |
| CONT'D | | | 2 | 12.04- 1.15AM | 12.00 | | | | | | | | 6,190 | 7.6 | 3,830 | 4.7 | 18 | 5.3 | FRI. |

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | | |
|------------------------------|---------|------------------|-----------------|---------------------|-------|---------------------|-------|------------|-----------------------------|-----------------------|---------------------|-------|------------------|-------|------|-----------------------------|-----------------------|------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR % | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR % | TELE- CAST DAYS | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | | | | | |
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | | |
| ABC FRIDAYS-CONT'D | | | 12.15 | | | | | 3.8* | 12* | 3.5 | FRI. | | | | 5.2* | 17* | 5.1 | FRI. |
| | | | 12.30 | | | | | | | 3.4 | FRI. | | | | | | 4.9 | FRI. |
| | | | 12.45 | | | | | | | 3.5 | FRI. | | | | 4.7* | 19* | 4.4 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | | 3.9 | FRI. |
| ABC LOVE BOAT-12.00 | 2 | 12.00- | 1.08AM | 12.00 | | | | | | | | 4,970 | 6.1 | 3,590 | 4.4 | 17 | 4.6 | WED. |
| | | | 12.15 | | | | | | | | | | | | 4.4* | 15* | 4.2 | WED. |
| | | | 12.30 | | | | | | | | | | | | | | 4.6 | WED. |
| | | | 12.45 | | | | | | | | | | | | 4.4* | 18* | 4.3 | WED. |
| | | | 1.00 | | | | | | | | | | | | | | 3.9 | WED. |
| ABC VEGA\$-12.00 | | 12.00- | 1.09AM | 12.00 | 4,080 | 5.0 | 2,610 | 3.2 | 12 | 3.7 | THU. | 3,750 | 4.6 | 2,200 | 2.7 | 12 | 3.0 | THU. |
| | | | 12.15 | | | | | 3.6* | 12* | 3.4 | THU. | | | | 2.9* | 11* | 2.8 | THU. |
| | | | 12.30 | | | | | | | 3.2 | THU. | | | | | | 2.7 | THU. |
| | | | 12.45 | | | | | 3.0* | 12* | 2.8 | THU. | | | | 2.6* | 13* | 2.5 | THU. |
| | | | 1.00 | | | | | | | 2.5 | THU. | | | | | | 2.2 | THU. |
| ABC ABC NEWS:NIGHTLINE-MON | 2 | 12.27- | 12.57AM | 12.15 | | | | | | | | 3,260 | 4.0 | 2,690 | 3.3 | 13 | 3.7 | MON. |
| | | | 12.30 | | | | | | | | | | | | | | 3.5 | MON. |
| | | | 12.45 | | | | | | | | | | | | | | 3.0 | MON. |
| ABC LOVE BOAT-12.00 | 1 | 12.44- | 1.52AM | 12.30 | 3,830 | 4.7 | 2,690 | 3.3 | 19 | 3.9 | WED. | | | | | | | |
| | | | 12.45 | | | | | | | 3.3 | WED. | | | | | | | |
| | | | 1.00 | | | | | | | 3.3 | WED. | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | 1.15 | | | | | 3.3* | 19* | 3.3 | WED. | | | | | | | |
| | | | 1.30 | | | | | | | 3.6 | WED. | | | | | | | |
| ABC ABC MOVIE OF THE WEEK-2 | 1 | 1.11- | 1.33AM | 1.45 | 1,390 | 1.7 | 1,220 | 1.5 | 10 | 3.0 | WED. | | | | | | | |
| | | | 1.00 | | | | | | | 1.6 | MON. | | | | | | | |
| | | | 1.15 | | | | | | | 1.5 | MON. | | | | | | | |
| | | | 1.30 | | | | | | | 1.4 | MON. | | | | | | | |
| ABC FRIDAYS-PART 2 | 1 | 1.33- | 2.13AM (SUS) | | | | | | | | | | | | | | | |
| | 2 | 1.15- | 1.19AM | 1.15 | | | | | | | | 3,100 | 3.8 | 2,850 | 3.5 | 18 | 3.5 | FRI. |
| | 2 | 1.19- | 1.32AM (SUS) | | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | | > | 8.15 | 9,540 | 11.7 | 9,540 | 11.7 | 23 | 15.1 | M-F | | 8,310 | 10.2 | 8,310 | 10.2 | 21 | 12.1 | M-F |
| | | | 8.45 | | | | | | 10.4 | TUTHF | | | | | | | 9.7 | TU-F |
| | | | 9.30 | | | | | | 12.0 | WED. | | | | | | | | |
| CBS LATE MOVIE I | | > | 11.30 | 7,660 | 9.4 | 4,890 | 6.0 | 20 | 6.7 | M-F | | 8,310 | 10.2 | 5,380 | 6.6 | 21 | 6.9 | M-F |
| | | | 11.45 | | | | | 6.8* | 19* | 7.0 | MTUTHF | | | | 6.8* | 19* | 6.8 | M-F |
| | | | 12.00 | | | | | | | 6.0 | M-F | | | | | | 6.7 | M-F |
| | | | 12.15 | | | | | 6.1* | 21* | 6.0 | M-F | | | | 6.6* | 22* | 6.4 | M-F |
| | | | 12.30 | | | | | | | 5.7 | M-F | | | | | | 6.2 | M-F |
| | | | 12.45 | | | | | 4.5* | 19* | 4.3 | M-F | | | | 6.7* | 27* | 6.5 | M-F |
| | | | 1.00 | | | | | | | 4.0 | WED. | | | | | | | |
| | | | 1.15 | | | | | 3.9* | 22* | 3.8 | WED. | | | | | | | |
| CBS LATE MOVIE II | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | | |
| | | > | 12.30 | 4,400 | 5.4 | 3,590 | 4.4 | 24 | 5.0 | M-F | | 4,890 | 6.0 | 4,080 | 5.0 | 26 | 5.0 | M-F |
| | | | 12.45 | | | | | | 4.9 | MTUTHF | | | | | | | 5.2 | M-F |
| | | | 1.00 | | | | | | 4.6 | M-F | | | | | | | 4.9 | M-F |
| | | | 1.15 | | | | | 4.6* | 26* | 4.3 | M-F | | | | 4.9* | 27* | 4.6 | M-F |
| | | | 1.30 | | | | | | | 3.4 | WED. | | | | | | 4.6 | M-F |
| | | | 1.45 | | | | | 3.3* | 24* | 3.1 | WED. | | | | | | 5.6 | WED. |
| CONT'D | | | | | | | | | | | | | | | | | | |

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | |
|------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|------------|----------------|-----------------------|---------------------|------|---------------------|------|-----|----------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | 1/4 HR % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | % | 1/4 HR % | |
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE II-CONT'D | | | | | | | | | 3.0 | WED. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-M-F | 2 | > | 8.45 | | | | | | | | 7,660 | 9.4 | 7,660 | 9.4 | 19 | 10.4 M-F | |
| | | | 9.00 | | | | | | | | | | | | 5.2 | FRI. | |
| NBC NBC NEWS UPDATE-M-F | 1 | > | 8.45 | 8,560 | 10.5 | 8,560 | 10.5 | 20 | 10.9 | M-F | | | | | | | |
| | | | 9.00 | | | | | | 6.6 | FRI. | | | | | | | |
| | | | 9.30 | | | | | | 13.1 | WED. | | | | | | | |
| NBC NBC NEWS CAPSULE-2-M-F | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 8,970 | 11.0 | 8,970 | 11.0 | 20 | 11.0 TU&TH | |
| NBC NBC NEWS UPDATE-2-M-F | 1 | > | 9.45 | 9,130 | 11.2 | 9,130 | 11.2 | 20 | 9.8 | MWF | | | | | | | |
| | | | 10.30 | | | | | | 14.0 | WED. | | | | | | | |
| NBC NBC SPECIAL REPORT(SUS) | 2 | 11.30-11.41PM | 11.30 | | | | | | | | | | | | | FRI. | |
| NBC TONIGHT SHOW | 2 | > | 11.30 | | | | | | | | 7,990 | 9.8 | 4,560 | 5.6 | 17 | 6.9 M-F | |
| | | | 11.45 | | | | | | | | | | | 6.4* | 17* | 5.8 M-F | |
| | | | 12.00 | | | | | | | | | | | | | 5.4 M-F | |
| | | | 12.15 | | | | | | | | | | | 5.1* | 17* | 4.7 M-F | |
| | | | 12.30 | | | | | | | | | | | | 4.9 | FRI. | |
| NBC WIMBLEDON UPDATE-FRI(S) | 1 | 11.30-11.45PM | 11.30 | 5,460 | 6.7 | 5,220 | 6.4 | 17 | 6.4 | FRI. | | | | | | | |
| NBC WIMBLEDON UPDATE-MON(S) | 1 | 11.30-11.45PM | 11.30 | 6,360 | 7.8 | 6,030 | 7.4 | 20 | 7.4 | MON. | | | | | | | |
| NBC WIMBLEDON UPDATE-THU(S) | 1 | 11.30-11.45PM | 11.30 | 5,220 | 6.4 | 5,050 | 6.2 | 15 | 6.2 | THU. | | | | | | | |

| | | | | | | | | | | | | | | | |
|--------------------------------|---|---------------|-------|-------|-----|-------|------|-----|----------|-------|-----|-------|------|-----|----------|
| NBC WIMBLEDON UPDATE-TUE(S) | 1 | 11.30-11.45PM | 11.30 | 5,710 | 7.0 | 5,540 | 6.8 | 17 | 6.8 TUE. | | | | | | |
| NBC TONIGHT SHOW | 1 | > | 11.45 | 6,760 | 8.3 | 3,990 | 4.9 | 18 | 5.4 M-F | | | | | | |
| | | | 12.00 | | | | | | 5.4 M-F | | | | | | |
| | | | 12.15 | | | | 5.2* | 18* | 4.8 M-F | | | | | | |
| | | | 12.30 | | | | | | 4.2 M-F | | | | | | |
| | | | 12.45 | | | | 4.9* | 21* | 5.0 M-F | | | | | | |
| | | | 1.00 | | | | | | 4.7 WED. | | | | | | |
| | | | 1.15 | | | | 4.4* | 25* | 3.9 WED. | | | | | | |
| NBC WIMBLEDON UPDATE-WED(S) | 1 | 12.10-12.25AM | 12.00 | 5,300 | 6.5 | 5,050 | 6.2 | 21 | 6.8 WED. | | | | | | |
| | | | 12.15 | | | | | | 5.9 WED. | | | | | | |
| NBC DAVID LETTERMAN I | 2 | 12.30- 1.00AM | 12.30 | | | | | | | 2,530 | 3.1 | 2,040 | 2.5 | 11 | 2.7 M-TH |
| | | | 12.45 | | | | | | | | | | | | 2.3 M-TH |
| NBC DAVID LETTERMAN SPECIAL(S) | 2 | 12.41- 2.11AM | 12.30 | | | | | | | 4,240 | 5.2 | 1,870 | 2.3 | 12 | 3.5 FRI. |
| | | | 12.45 | | | | | | | | | | | | 2.8 FRI. |
| | | | 1.00 | | | | | | | | | | | | 2.4 FRI. |
| | | | 1.15 | | | | | | | | | | 2.4* | 12* | 2.4 FRI. |
| | | | 1.30 | | | | | | | | | | | | 2.4 FRI. |
| | | | 1.45 | | | | | | | | | | 2.2* | 13* | 1.9 FRI. |
| | | | 2.00 | | | | | | | | | | | | 1.7 FRI. |
| NBC DAVID LETTERMAN I | 1 | > | 12.45 | 2,450 | 3.0 | 1,960 | 2.4 | 14 | 2.6 M-W | | | | | | |
| | | | 1.15 | | | | | | 2.6 M-W | | | | | | |
| | | | 1.30 | | | | | | 2.4 WED. | | | | | | |
| | | | 1.45 | | | | | | 2.1 WED. | | | | | | |
| NBC WIMBLEDON HIGHLIGHTS(S) | 1 | 12.45- 2.45AM | 12.45 | 4,080 | 5.0 | 1,960 | 2.4 | 15 | 2.7 FRI. | | | | | | |
| | | | 1.00 | | | | | | 2.6 FRI. | | | | | | |
| | | | 1.15 | | | | 2.6* | 13* | 2.6 FRI. | | | | | | |
| | | | 1.30 | | | | | | 2.5 FRI. | | | | | | |

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | | WEEK 2 | | | | | | | | |
|------------------------------------|---------|---------------------|-----------------|---------------------|-----|---------------------|-----|------------|------------------------|-----------------------|---------------------|-------|------------------|-------|------|------------------------|-----------------------|------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR | TELE- CAST DAYS | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | | | | | |
| | | | | | | | | | | | | | | | | | | |
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | | |
| NBC WIMBLEDON HIGHLIGHTS(S)-CONT'D | | | | | | | | | | | | | | | | | | |
| | | | 1.45 | | | | | 2.4* | 15* | 2.4 | FRI. | | | | | | | |
| | | | 2.00 | | | | | | | 2.2 | FRI. | | | | | | | |
| | | | 2.15 | | | | | 2.1* | 17* | 2.1 | FRI. | | | | | | | |
| | | | 2.30 | | | | | | | 1.9 | FRI. | | | | | | | |
| NBC WIMBLEDON-WOMENS SEMI-FNL(S) | 1 | 12.45- 2.45AM | 12.45 | 3,100 | 3.8 | 1,390 | 1.7 | 11 | | 2.9 | THU. | | | | | | | |
| | | | 1.00 | | | | | | | 2.2 | THU. | | | | | | | |
| | | | 1.15 | | | | | 1.9* | 10* | 1.7 | THU. | | | | | | | |
| | | | 1.30 | | | | | | | 1.5 | THU. | | | | | | | |
| | | | 1.45 | | | | | 1.6* | 11* | 1.6 | THU. | | | | | | | |
| | | | 2.00 | | | | | | | 1.3 | THU. | | | | | | | |
| | | | 2.15 | | | | | 1.1* | 10* | 1.0 | THU. | | | | | | | |
| | | | 2.30 | | | | | | | 1.1 | THU. | | | | | | | |
| NBC DAVID LETTERMAN II | 2 | 1.00- 1.30AM | 1.00 | | | | | | | | | 2,120 | 2.6 | 1,710 | 2.1 | 12 | 2.3 | M-TH |
| | 1 | > | 1.15 | 1,870 | 2.3 | 1,470 | 1.8 | 13 | | 2.2 | M-W | | | | | 1.9 | M-TH | |
| | | | 1.45 | | | | | | | 2.0 | M-W | | | | | | | |
| | | | 2.00 | | | | | | | 1.8 | WED. | | | | | | | |
| | | | 2.15 | | | | | | | 1.7 | WED. | | | | | | | |
| | | VARIOUS TIMES (SUS) | | | | | | | | | | | | | | | | |
| NBC NBC NEWS OVERNIGHT-M-F | 2 | > | 1.30 | | | | | | | | | 1,470 | 1.8 | 1,140 | 1.4 | 11 | 1.4 | M-F |
| | | | 1.45 | | | | | | | | | | | | 1.4* | 10* | 1.4 | M-TH |

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---------------|-------|-------|-----|-------|-----|----|-----|------|-------|-----|-------|-----|----|----------|----------|-----|------|
| | | | | | | | | | | | | | | | | | | 1.3 | TU-F |
| | | | | | | | | | | | | | | | | | | 1.5 | TU-F |
| | | | | | | | | | | | | | | | | | | 1.6 | FRI. |
| | | | | | | | | | | | | | | | | | | 1.2 | FRI. |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | 1.4* 13* | | |
| ABC ABC NEWS THIS MORNING-645 | 2 | 6.45- 7.00AM | 6.45 | | | | | | | | | | | | | | | | |
| ABC ABC SPECIAL REPORT 1(SUS) | 2 | 12.39-12.42PM | 12.30 | | | | | | | | 1,220 | 1.5 | 1,060 | 1.3 | 15 | 1.3 | M-F | | |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | | | | | | | | | | TUE. |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,340 | 9.0 | 7,090 | 8.7 | 30 | 8.7 | M-F | | | | | | | | | M-F |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | 6,680 | 8.2 | 6,440 | 7.9 | 27 | 7.9 | M-F | | |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | | | M-F |
| ABC ABC SPECIAL REPORT 2(SUS) | 2 | 5.40- 5.41PM | 5.30 | | | | | | | M-F | | | | | | | | | M-F |
| ABC ABC SPECIAL REPORT 3(SUS) | 2 | 6.01- 6.02PM | 6.00 | | | | | | | | | | | | | | | | FRI. |
| CBS SUMMER SEMESTER-MWF(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | | | | | | | | | | FRI. |
| CBS SUMMER SEMESTER-TTH(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | MON. | | | | | | | | | M-F |
| CBS CAPTAIN KANGAROO | | 6.30- 7.00AM | 6.30 | 410 | .5 | | << | | << | M-F | 490 | .6 | 410 | .5 | 6 | << | M-F | | |
| | | | 6.45 | | | | | | << | M-F | | | | | | .6 | M-F | | |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 6,600 | 8.1 | 6,280 | 7.7 | 30 | 7.7 | M-F | 6,030 | 7.4 | 5,710 | 7.0 | 27 | 7.0 | M-F | | |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 5,300 | 6.5 | 5,130 | 6.3 | 21 | 6.3 | M-F | 4,560 | 5.6 | 4,320 | 5.3 | 18 | 5.3 | M-F | | |
| CBS CBS LIBRARY(S) | 2 | 4.30- 5.30PM | 4.30 | | | | | | | | 4,890 | 6.0 | 2,930 | 3.6 | 12 | 4.0 | TUE. | | |
| | | | 4.45 | | | | | | | | | | | | | 3.8* | 13* | 3.6 | TUE. |
| | | | 5.00 | | | | | | | | | | | | | | | 3.7 | TUE. |
| | | | 5.15 | | | | | | | | | | | | | | | 3.3 | TUE. |
| CBS CBS SPECIAL RPT 5.43PM(SUS) | 2 | 5.43- 5.44PM | 5.30 | | | | | | | | | | | | | 3.5* 11* | | | FRI. |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | | | | WEEK 2 | | | | | | | |
|---------------------------------|---------|------------------|--|---------------------|------|---------------------|-------------|------------|---|--|--|---------------------|-----|---------------------|-----|------------|--------------------------|-----------------------|--|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY 1/4 HR | TELE- CAST DAYS | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY 1/4 HR | TELE- CAST DAYS | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | |
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | | | |
| CBS CBS SPECIAL RPT 6.05PM(SUS) | 2 | 6.05- 6.06PM | 6.00 | | | | | | | | | | | | | | | FRI. | |
| NBC EARLY TODAY M-F | 2 | 6.30- 6.55AM | 6.30 6.45 | | | | | | | | | 900 | 1.1 | 820 | 1.0 | 12 | 1.0 1.0 | TU-F TU-F | |
| NBC EARLY TODAY-MON(B) | 2 | 6.30- 6.55AM | 6.30 6.45 | | | | | | | | | 900 | 1.1 | 650 | .8 | 13 | .7 .8 | MON. MON. | |
| NBC DAYS-OUR LIVES FRI-1(B) | 1 | 1.00- 1.30PM | 1.00 1.15 | 4,650 | 5.7 | 3,670 | 4.5 | 17 | 4.2 4.8 | FRI. FRI. | | | | | | | | | |
| NBC DAYS-OUR LIVES FRI-2(B) | 1 | 1.30- 2.00PM | 1.30 1.45 | 2,530 | 3.1 | 2,360 | 2.9 | 11 | 3.0 2.9 | FRI. FRI. | | | | | | | | | |
| NBC WIMBLEDON-MEN'S SEMI-FNL(S) | 1 | 2.00- 5.00PM | 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 | 8,970 | 11.0 | 3,500 | 4.3 4.1* | 16 16* | 4.2 3.9 4.3 4.3 3.9 3.9 4.1 4.2* 4.4 4.4 | FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|-------------------------------|---|---------------|-------|-------|-----|-------|------|-----|-----|------|--|-------|-----|-------|-----|----|-----|--|--|
| | | | 4.45 | | | | 4.7* | 17* | 4.9 | FRI. | | | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.30AM | 8.15 | 1,870 | 2.3 | 1,790 | 2.2 | 24 | 2.2 | | | 1,300 | 1.6 | 1,300 | 1.6 | 16 | 1.6 | | |
| ABC SCHOOLHOUSE ROCK-8.55AM | | 8.55- 8.59AM | 8.45 | 3,670 | 4.5 | 3,100 | 3.8 | 26 | 3.8 | | | 2,450 | 3.0 | 2,200 | 2.7 | 19 | 2.7 | | |
| ABC SCHOOLHOUSE ROCK-9.25AM | | 9.25- 9.29AM | 9.15 | 5,460 | 6.7 | 4,810 | 5.9 | 31 | 5.9 | | | 2,280 | 2.8 | 1,710 | 2.1 | 12 | 2.1 | | |
| ABC DEAR ALEX & ANNIE-10.56AM | | 10.56-10.59AM | 10.45 | 5,460 | 6.7 | 5,300 | 6.5 | 25 | 6.5 | | | 3,590 | 4.4 | 3,500 | 4.3 | 20 | 4.3 | | |
| CBS SUMMER SEMESTER-SAT(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 1,870 | 2.3 | 1,550 | 1.9 | 18 | 1.9 | | | 1,960 | 2.4 | 1,630 | 2.0 | 17 | 2.0 | | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 2,200 | 2.7 | 1,960 | 2.4 | 16 | 2.4 | | | 2,360 | 2.9 | 2,280 | 2.8 | 19 | 2.8 | | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 3,020 | 3.7 | 2,530 | 3.1 | 17 | 3.1 | | | 3,020 | 3.7 | 2,530 | 3.1 | 17 | 3.1 | | |
| CBS IN THE NEWS-9.56AM | | 9.56- 9.59AM | 9.45 | 4,080 | 5.0 | 3,990 | 4.9 | 24 | 4.9 | | | 4,970 | 6.1 | 4,650 | 5.7 | 30 | 5.7 | | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 5,710 | 7.0 | 5,540 | 6.8 | 26 | 6.8 | | | 5,300 | 6.5 | 5,130 | 6.3 | 29 | 6.3 | | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 6,110 | 7.5 | 6,030 | 7.4 | 28 | 7.4 | | | 6,110 | 7.5 | 5,950 | 7.3 | 31 | 7.3 | | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 4,160 | 5.1 | 3,670 | 4.5 | 17 | 4.5 | | | 4,810 | 5.9 | 4,240 | 5.2 | 23 | 5.2 | | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 3,750 | 4.6 | 3,340 | 4.1 | 15 | 4.1 | | | 2,930 | 3.6 | 2,770 | 3.4 | 14 | 3.4 | | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 4,160 | 5.1 | 3,990 | 4.9 | 18 | 4.9 | | | 3,910 | 4.8 | 3,750 | 4.6 | 20 | 4.6 | | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 2,610 | 3.2 | 2,360 | 2.9 | 11 | 2.9 | | | 3,340 | 4.1 | 3,180 | 3.9 | 16 | 3.9 | | |
| NBC BETCHA DON'T KNOW-8:28AM | 2 | 8.28- 8.30AM | 8.15 | | | | | | | | | 3,020 | 3.7 | 2,930 | 3.6 | 36 | 3.6 | | |
| NBC BETCHA DON'T KNOW-9:28AM | 1 | 8.58- 9.00AM | 8.45 | | | | | | | | | | | | | | | | |
| | 2 | 9.28- 9.30AM | 9.15 | 3,590 | 4.4 | 3,420 | 4.2 | 34 | 4.2 | | | | | | | | | | |
| NBC BETCHA DON'T KNOW-10:28AM | 2 | 10.28-10.30AM | 10.15 | | | | | | | | | 5,870 | 7.2 | 5,620 | 6.9 | 42 | 6.9 | | |
| NBC BETCHA DON'T KNOW-11:58AM | 2 | 11.58-12.00NN | 11.45 | | | | | | | | | 4,080 | 5.0 | 3,910 | 4.8 | 23 | 4.8 | | |
| | | | | | | | | | | | | 3,180 | 3.9 | 3,020 | 3.7 | 16 | 3.7 | | |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | |
|---------------------------------|---------|------------------|-----------------|----------------|------------------|-------|------------|------------------------|-----------------------|----------------|------------------|-------|------------|------------------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR | TELE- CAST DAYS | TOTAL AUDIENCE | AVERAGE AUDIENCE | | | AVG. AUD.BY ¼ HR | TELE- CAST DAYS |
| | | | | HOUSEHOLDS | | | HOUSEHOLDS | SHARE | | HOUSEHOLDS | | | HOUSEHOLDS | SHARE | |
| | | | | (000) | % | (000) | % | % | % | (000) | % | (000) | % | % | |
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | |
| NBC BETCHA DON'T KNOW-12:28PM | 2 | 12.28-12.30PM | 12.15 | | | | | | | 3,100 | 3.8 | 3,020 | 3.7 | 16 | 3.7 |
| NBC NBC MAJOR LEAGUE PRE GAME | 2 | 2.00- 2.18PM | →GRID 2.15 | | | | | | | 4,480 | 5.5 | 4,080 | 5.0 | 19 | 4.9 |
| NBC NBC MAJOR LEAGUE BASEBALL | 1 | 3.00- 6.36PM | →GRID 6.30 | 14,830 | 18.2 | 6,360 | 7.8 | 25 | 7.5 | | | | | | |
| DAY SUNDAY | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 1 | 10.30-11.02AM | →GRID 11.00 | 1,140 | 1.4 | 980 | 1.2 | 5 | 1.2 | | | | | | |
| ABC DEAR ALEX & ANNIE-11.25AM | | 11.25-11.29AM | 11.15 | 1,470 | 1.8 | 1,390 | 1.7 | 7 | 1.7 | 1,390 | 1.7 | 1,220 | 1.5 | 7 | 1.5 |
| CBS IN THE NEWS-8.26AM-SUN(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | |
| CBS IN THE NEWS-8.56AM-SUN(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | |